7/1/39

RADIO MARKET ATLAS EDITION

BROADCASTING

Broadcast Advertising

SCHOOL OF BUSINESS ADMINISTRATION
Miami
University

Vol. 17 • No. 1

JULY 1, 1939
WASHINGTON, D. C.

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

July 1, '39

"I am on urgent business," said the distinguished-looking visitor, "do not dare to detain me unless you have something important to show." "We have," we replied, "it's our more than 60 success stories—may we lead you to the file?"

WOR, 1440 BROADWAY, IN NEW YORK

Proved Coverage

WLS in Chicago has intensive coverage of the rich Middle Western market. WLS proves its audience in this area and throughout the country by the letters they write—definite evidence that they are listening. WLS has received over nine million letters in nine years and is well on the way to another year and another million: 615,268 letters in the first five months, distributed among the states and nations as shown in the mail report to the right.

WLS DATA *Mail*

June 5, 1939

To All Salesmen:

Definite proof that the new WLS transmitter has increased our audience is to be found in the fact that 1939 mail for the first five months is more than 60,000 letters ahead of last year, with noticeably increased mail from Iowa, Missouri and Texas to the west, and Ohio, New York and Pennsylvania to the east.

	Total Mail Jan. 3 to June 3		Total Mail Jan. 3 to June 3
Alabama	787	New Jersey	189
Arizona	53	New Mexico	38
Arkansas	807	New York	4,241
California	294	North Carolina	503
Colorado	166	North Dakota	801
Connecticut	151	Ohio	6,885
Delaware	32	Oklahoma	868
District of Columbia	812	Oregon	59
Florida	296	Pennsylvania	2,082
Georgia	440	Rhode Island	25
Idaho	16	South Carolina	169
*Illinois (ex. Chicago)	174,398	South Dakota	330
*Metropolitan Chicago	139,149	Tennessee	994
*Indiana	93,651	Texas	1,057
Iowa	9,711	Utah	12
Kansas	557	Vermont	300
Kentucky	1,807	Virginia	515
Louisiana	285	Washington	52
Maine	244	West Virginia	752
Maryland	201	*Wisconsin	105,057
Massachusetts	308	Wyoming	67
*Michigan	58,427	CANADA	1,186
Minnesota	2,746	CUBA	3
Mississippi	622	ENGLAND	1
Missouri	2,519	ALASKA	1
Montana	149	MEXICO	1
Nebraska	278	PANAMA CANAL ZONE	1
Nevada	2	BERMUDA	1
New Hampshire	170		
		TOTAL	615,268

	1939	1938
Listener Letters	615,268	555,123

Average number of letters per week, Jan. 3 to June 3, 1939 — 28,585
Average number of letters per week, Jan. 3 to June 3, 1938 — 25,840

● THE PRAIRIE FARMER STATION ● 50,000 WATTS ● CLEAR CHANNEL ● 870 KILOCYCLES

*These four states—Illinois, Wisconsin, Indiana and Michigan—plus Metropolitan Chicago, constitute the WLS Major Coverage Area. This area contributed 92.7% of the total mail for the five-month period—intensive coverage of Chicago and the Middle West.

WLS

Burridge D. Butler, *President* **(Chicago)** Glenn Snyder, *Manager*

Represented by **JOHN BLAIR & CO.,** *New York • Chicago • Detroit • Los Angeles • San Francisco*

woven into the fabric of New England living and *buying*

I DIDN'T realize that radio is an integral part of living until the hurricane deprived us of electricity and, consequently, broadcast reception," said a New England housewife last fall. "My family was very happy when our receiver started functioning again.

"Radio is so much a part of life that we take it for granted. Time signals in the morning speed my husband off to work and the children to school. Household programs provide me with a wealth of helpful culinary and housekeeping information. News periods keep us in touch with all that is happening in the world; play-by-play sports broadcasts hold intense interest for my husband and son, and the many musical and dramatic programs supply entertainment for all of us. Yes, — and the commercial programs supply constant and valuable shopping suggestions."

Seventeen popular local stations, comprising the facilities of The Yankee Network, provide New England with this "integral part of living" — a service that is woven into daily life and daily shopping activities of those who form the large able-to-buy audience in seventeen major markets.

EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

WNAC	Boston	WSAR	Fall River
WTIC	Hartford	WNBH	New Bedford
WEAN	Providence	WHAI	Greenfield
WTAG	Worcester	WBRK	Pittsfield
WICC	Bridgeport, New Haven	WLLH	Lowell, Lawrence
WNLC	New London	WLNH	Laconia
WCSH	Portland	WRDO	Augusta
WLBZ	Bangor	WCOU	Lewiston, Auburn
WFEA	Manchester		

THE YANKEE NETWORK

21 BROOKLINE AVE. BOSTON, MASS.

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

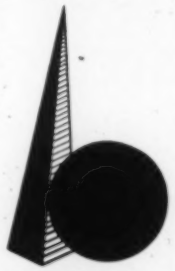
Their Gas and Oil are Bought in New England

There is nothing surprising in this situation. Gas and oil are bought where a car is operated—not where it is registered. And because New England is within easy motoring distance of 72% of the country's population, some 3,000,000 visit it during summer months. They spend over $500,000,000 in New England for recreational needs.

Naturally most of these people have a radio. Naturally, too, most of them listen to WTIC.

A summer program over WTIC offers a unique opportunity to secure bonus coverage at no extra cost. An audience of 1,863,570 in the primary coverage area; 1,788,430 additional in the secondary coverage area. And a guest audience of many hundreds of thousands more. All with purchasing power far above the average.

The New York World's Fair 1939 expects close to 17,000,000 visitors. Many thousands of them will visit WTIC's New England this summer.



©NYWF 1939

WTIC

50,000 WATTS · HARTFORD, CONN.

The Station With the Friendly Audience

The Travelers Broadcasting Service Corporation
Member NBC Red Network and Yankee Network
Representatives: Weed & Company
New York Chicago Detroit San Francisco

CBS-*again in 1939*

CBS—year after year broadcasting more of the nation's "big" advertisers' programs than any other network—naturally delivers an increasing audience *right around the clock, right around the calendar.** But CBS "commercials" are not the whole story. They are blended and reinforced with radio's most alert, most stimulating sustaining programs!

for example →→→

* May we show you proof?

XUM

Such CBS programs

CRISIS IN EUROPE While the hates and hopes and fears of the world bubbled over into hysteria. CBS won nationwide applause for its brilliant job of catching the sound of history on the wing — keeping Columbia audiences better informed, more vividly informed than any other!

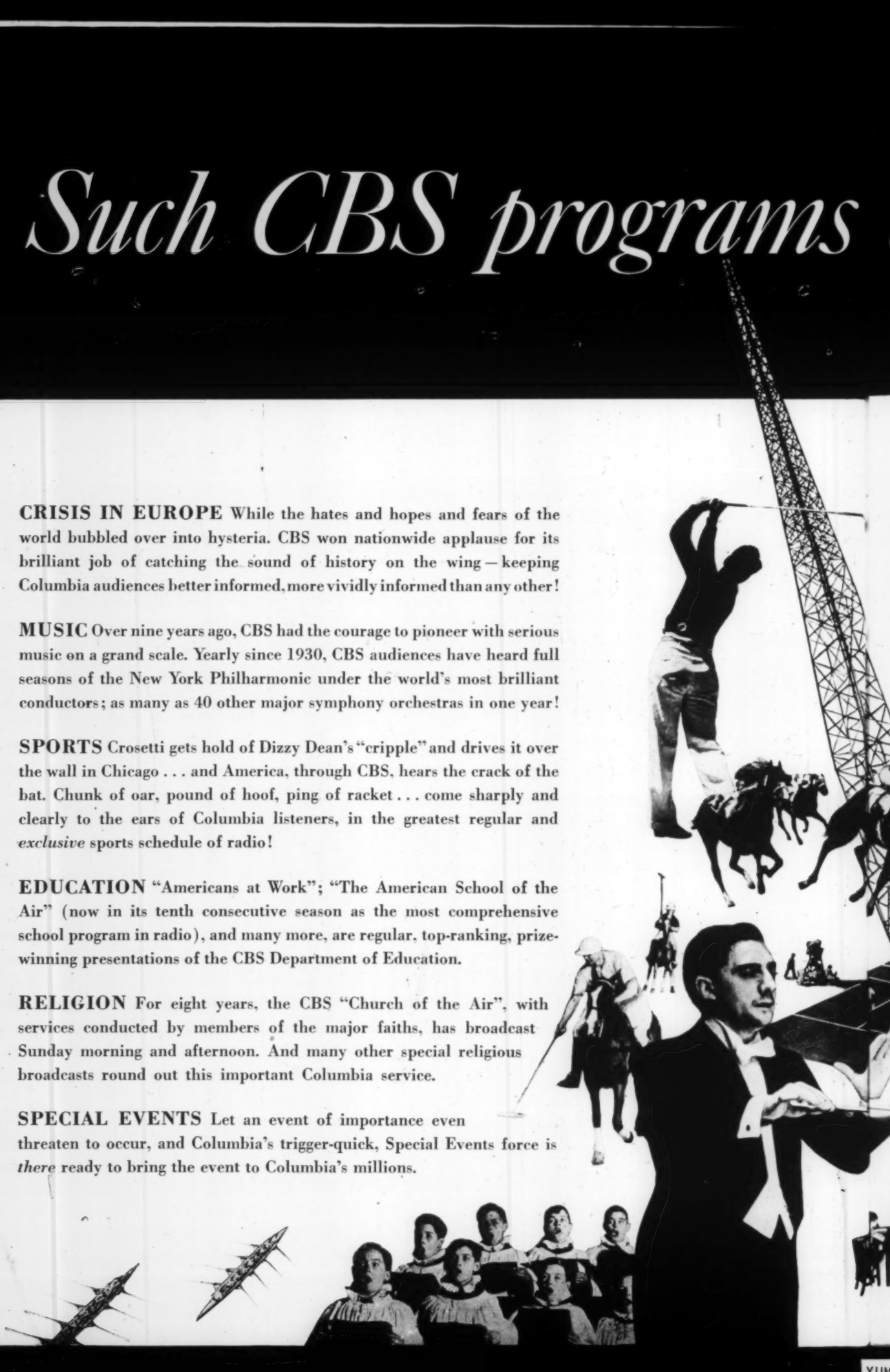
MUSIC Over nine years ago, CBS had the courage to pioneer with serious music on a grand scale. Yearly since 1930, CBS audiences have heard full seasons of the New York Philharmonic under the world's most brilliant conductors; as many as 40 other major symphony orchestras in one year!

SPORTS Crosetti gets hold of Dizzy Dean's "cripple" and drives it over the wall in Chicago . . . and America, through CBS, hears the crack of the bat. Chunk of oar, pound of hoof, ping of racket . . . come sharply and clearly to the ears of Columbia listeners, in the greatest regular and *exclusive* sports schedule of radio!

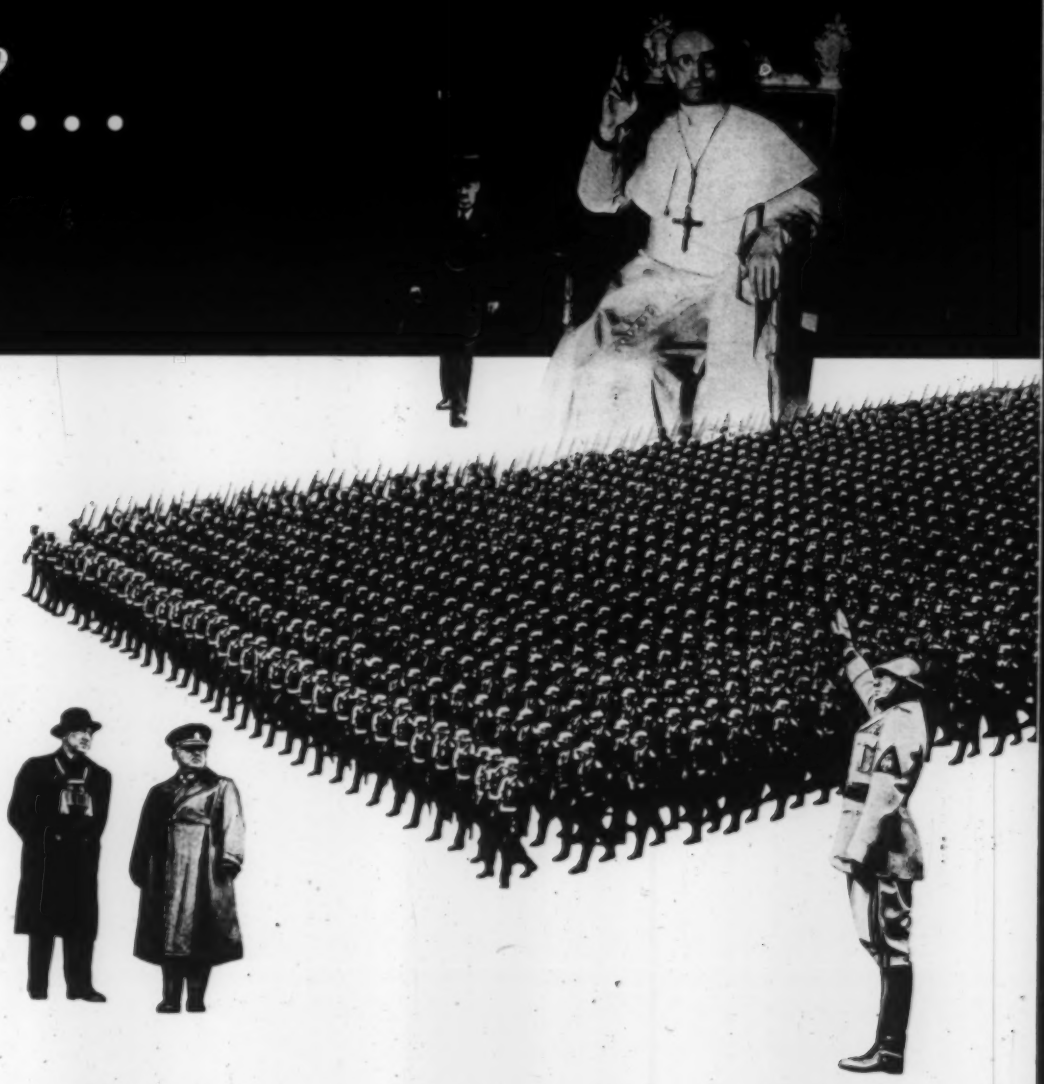
EDUCATION "Americans at Work"; "The American School of the Air" (now in its tenth consecutive season as the most comprehensive school program in radio), and many more, are regular, top-ranking, prize-winning presentations of the CBS Department of Education.

RELIGION For eight years, the CBS "Church of the Air", with services conducted by members of the major faiths, has broadcast Sunday morning and afternoon. And many other special religious broadcasts round out this important Columbia service.

SPECIAL EVENTS Let an event of importance even threaten to occur, and Columbia's trigger-quick, Special Events force is *there* ready to bring the event to Columbia's millions.

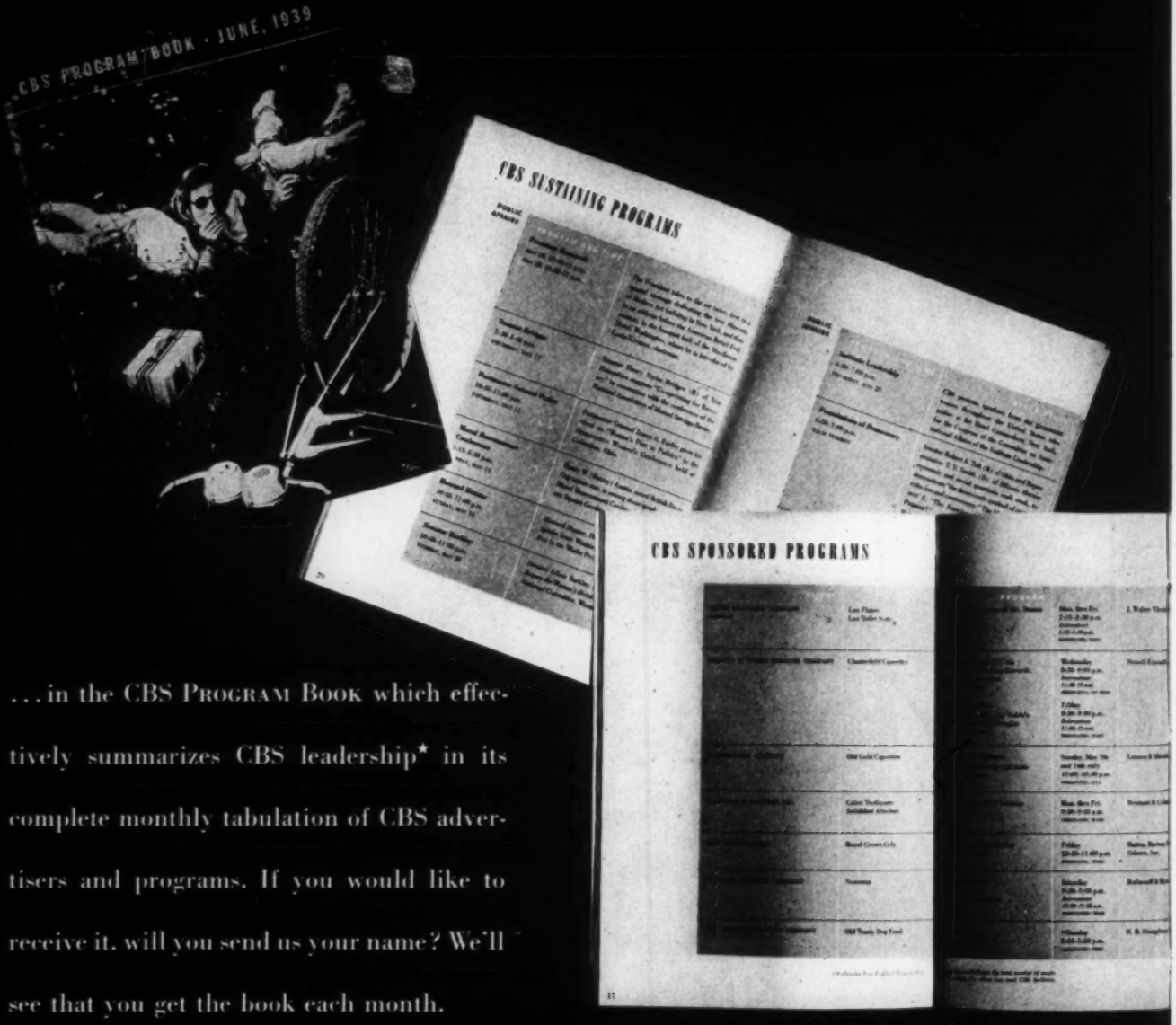


s as these...



Such "sustaining" programs as these plus scores of big "commercials", make up the complete Columbia schedule—*by every index, the most powerful schedule in radio!* And by every test—year after year—coincidental telephone survey, personal interview, or any other—the CBS schedule holds the unflagging interest of a growing audience, right around the clock! And right around the calendar! Year after year!

The story is here



. . . in the CBS PROGRAM BOOK which effectively summarizes CBS leadership* in its complete monthly tabulation of CBS advertisers and programs. If you would like to receive it, will you send us your name? We'll see that you get the book each month.

Columbia Broadcasting System
THE WORLD'S LARGEST RADIO NETWORK

*More of the country's 100 largest advertisers use CBS than any other network. This is true in 1939, as it was in 1938 —and each year through to 1934!

WITH AN EYE TO THE FUTURE—BUT OUR FEET ON THE GROUND

An Important Statement by Standard Radio on the Subject of "Tax-Free" Music

STANDARD RADIO IS TODAY, AS ALWAYS, fully alert to the significance of the march of events in the broadcasting industry. As long as 15 months ago, sensing that the subject of music free from copyright fees might one day become of paramount importance, Standard Radio quietly but effectively went to work to meet any situation which might arise.

Yet—and this is equally noteworthy—Standard Radio has solved this problem without losing its sense of balance, and without calling upon its subscribers to carry the burden of premature preparations against a problematical emergency.

★ ★ ★

As a result, Standard Radio has built up the tax-free portion of its Library Service to include a wealth of practically every type of musical selection, for which no copyright fee or special performance licenses are necessary.

To augment and diversify this tax-free section even further, Standard Radio is today producing each and every month approximately 50 new tax-free musical selections—but without reducing the normal amount of copyright material which is so necessary to a complete service, and which enables subscribers to take full advantage of their ASCAP licenses.

In fact, although fully one-half of Standard's monthly releases are in the *tax-free* classification, the number of *copyright* selections is nevertheless equal to or greater than the total number of releases offered by most other library services!

★ ★ ★

By December, 1940, when the subject of tax-free music may come to the fore, Standard Radio subscribers will be able to face any situation which may arise with the calming assurance of a huge reservoir of over 2,000 tax-free and public domain musical selections of all types.

If, as 1941 approaches, it becomes apparent that an increased volume of tax-free dance music will be required, Standard Radio will bring the full force of its unequalled experience and facilities into play. At that time, the number of tax-free original popular selections in the Standard Library will be rapidly expanded to provide more than ample variety in this important field. It is because Standard Radio has such outstanding resources and facilities for producing original tax-free popular selections, that we can wait until the situation becomes definite and clear-cut, rather than penalize our subscribers in the interim.

Even now—today—we are prepared to furnish any station desiring it, a completely tax-free Library Service, with both basic Library and new releases free of copyright complications. But if, with us, you can keep an eye on the future, and your feet on the ground, you can continue to enjoy the complete, well-rounded service which has made Standard Radio a dominant factor in the transcription field, with the assurance that you are fully prepared for whatever changes time may bring.

Standard Radio

360 N. Michigan Avenue, Chicago, Ill. *6404 Hollywood Blvd., Hollywood, Cal.*

"IT WOULD BE A BIG HELP IF I COULD HEAR PROFESSOR SUMNER'S LECTURES"
"BUT HE'S SO FAR AWAY, I'M AFRAID YOU WILL NEVER HAVE THAT HELP"

THOSE DAYS ARE GONE FOREVER ...THANKS TO RADIO

THE STUDENTS OF TODAY take for granted the great privilege which ten years ago, or even less, was only a dream. NBC is glad that its numerous educational programs are thus regarded by students of all ages.

NBC subscribes fully to the belief that *one* of the obligations of broadcasters is to inform . . . to add to the interest of study . . . to encourage original thinking. To this end, NBC provides a great variety of programs that bring the foremost educators of the nation to all listeners no matter how isolated may be their locations. No longer does distance put obstacles in the path of the ambitious.

Educational programs are only some of NBC's great public services. Whether entertaining or informative, they open to millions a whole world undreamed of a few years ago.

NATIONAL BROADCASTING COMPANY

THE WORLD'S GREATEST BROADCASTING SYSTEM

A RADIO CORPORATION OF AMERICA SERVICE

A Tale of Two Cynics

It was on the 5:15 coming home the other night. Being too late to get my usual seat I had no other choice than to sit with the two sour-pusses that fill the front two seats of our car with gloom every day. And having nothing better to do I found myself listening to a conversation which went something like this . . .

"...and this fellow expected me to believe that KGO's audiences go up in the summer months instead of down."

"What did you do, throw him out?"

"No, I humored him by asking why, how, what proof he had and so forth."

"I'll bet that stopped him."

"Not him. He came right back with a story about KGO's night baseball broadcasts having a Facts Consolidated rating of over 27 during July and August."

"So what!"

"That's what I said and I thought he was going to jump over my desk when he told me that only 3 others of all *evening programs had a higher rating than that in San Francisco and Oakland. Then before I could say another word he told me of a couple of specially built musical programs available for spot announcement advertisers right next to baseball."*

"Yeh, but you probably have to pay a premium for them. They get you coming and going."

"No, he said the rate stays the same."

"Hmmmm, I don't believe it ....."

And that's where I had to get off although I wanted to tell him before I left that it is not only true about the rates, but that there are two other mighty important things about KGO that they overlooked:

(1) KGO is the most powerful station available for spot announcements in the entire Exposition-rich San Francisco Bay Region between the premium hours of 6:00 and 10:15 p. m.

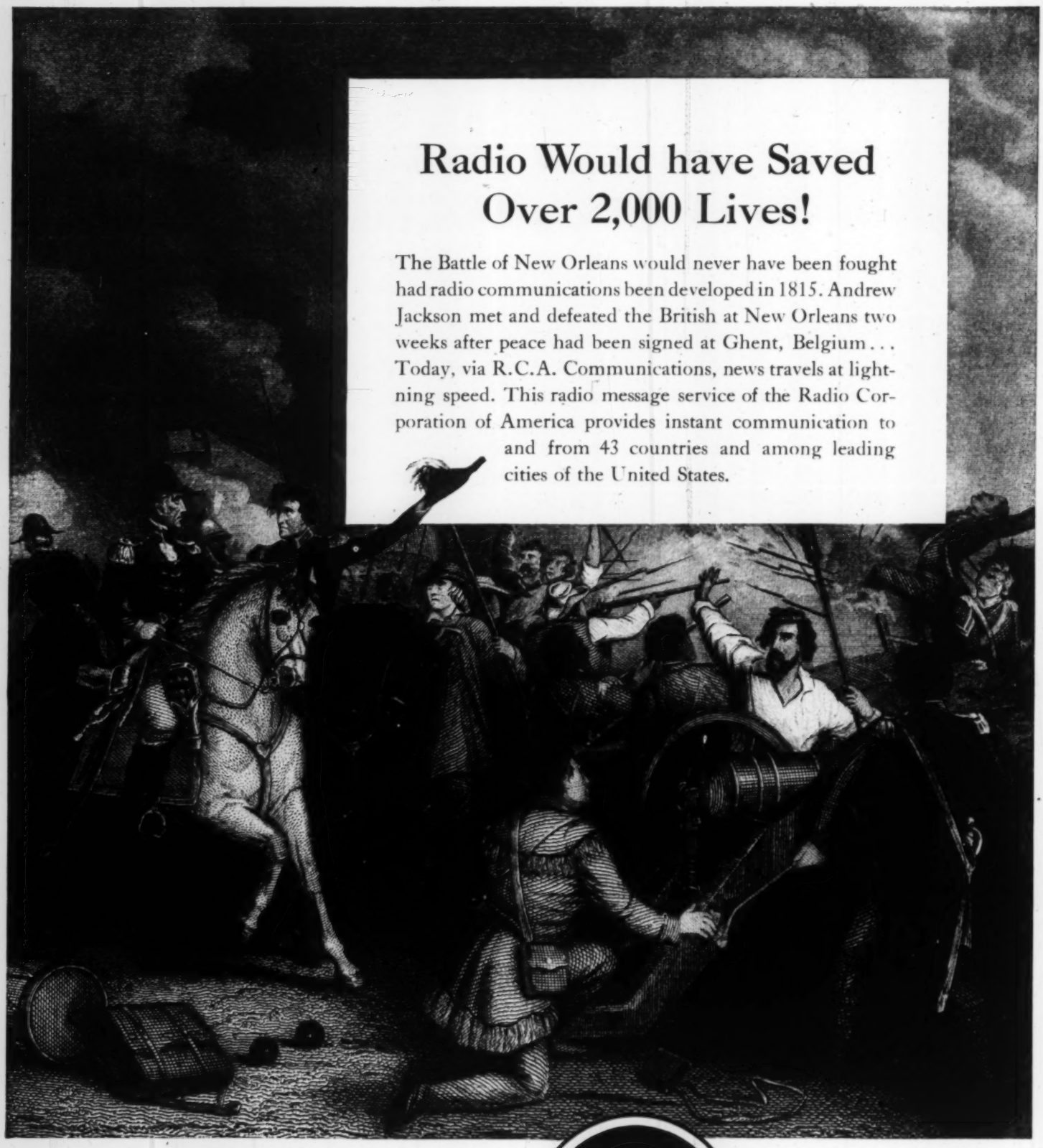
(2) Any NBC sales representative has a bag full of stories on spot announcement advertisers who have used KGO successfully.

Gosh, cynics miss a lot of good things in life, don't they!

KGO

COMMANDS THE EXPOSITION MARKET

National Broadcasting Company. A Radio Corporation of America Service. 111 Sutter Street, San Francisco.



Radio Would have Saved Over 2,000 Lives!

The Battle of New Orleans would never have been fought had radio communications been developed in 1815. Andrew Jackson met and defeated the British at New Orleans two weeks after peace had been signed at Ghent, Belgium... Today, via R.C.A. Communications, news travels at lightning speed. This radio message service of the Radio Corporation of America provides instant communication to and from 43 countries and among leading cities of the United States.

RCA Manufacturing Company, Inc.
National Broadcasting Company
R.C.A. Communications, Inc.
Radiomarine Corporation of America
RCA Laboratories
RCA Institutes, Inc.

RCA

RADIO

RCA helps make Radio a welcome guest in 27,500,000 homes

RADIO'S WELCOME REPAID MANY TIMES IN TERMS OF ENTERTAINMENT, EDUCATION, AND NEWS

NO ACCURATE evaluation can be made of the many services radio renders today. Millions of dollars are spent for entertainment, education, news, and other program services which are offered free to the public. But the total value of radio in modern life defies computation because so many intangibles are involved.

Who can estimate the money and anxiety saved as radio reports the result of critical foreign conferences on the spot? Who can estimate the worth of services radio renders to the government, to ships, airplanes, business, farmers, religion, schools and universities? Who could estimate the cost if vital information such as the news of the signing of a peace treaty should take two weeks to travel from Europe to America as it did back in 1815?

Radio has made itself a welcome guest in every home, an able assistant in every government and business office, an aid on every farm, in every church and school. And the Radio Corporation of America is proud of the role it has played in making radio so great a public servant.

How RCA Serves in Every Field of Radio!

From RCA Laboratories come developments which are the basis of all the services of RCA... This research made possible the remarkable development of NBC which now serves the listening public through its two great networks, the Red and the Blue. In the home, RCA Victor Radios, RCA Victor Television Receivers, RCA Victrolas and Victor and Bluebird Records offer advantages created in this constant research.

In addition, research backs the services RCA renders in manufacturing a complete variety of radio equipment, sound equipment, and motion picture equipment such as RCA Photophone, the Magic Voice of the Screen.

Radiomarine, another of the RCA family, offers communication service to ships at sea and builds radio devices for safeguarding lives and property on ships.

All these activities of RCA are dramatized in the RCA exhibits at the New York World's Fair and at the San Francisco Exposition. You are cordially invited to visit these exhibits when you attend the Fairs.

Trademarks "RCA Victor," "Victrola" and "Victor" Registered U. S. Patent Office by RCA Manufacturing Co., Inc.

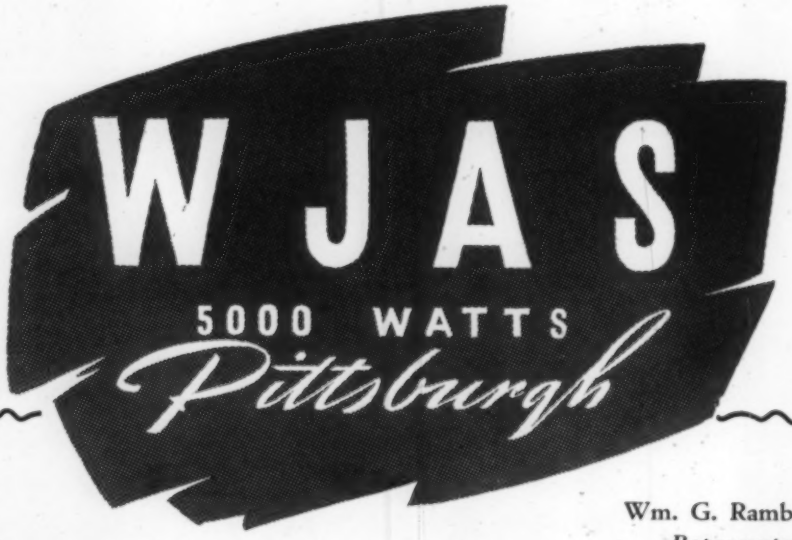
CORPORATION OF AMERICA

RADIO CITY, N. Y.

Audience!

WJAS does such a good radio job that more than 99½ percent of the people who listen to Columbia programs in the rich Pittsburgh trading area tune in this station.

More than 6 million people all reached by WJAS. No duplication of service from outside stations.



COLUMBIA
BASIC NETWORK

Wm. G. Rambeau Co.
Representatives

NO ADVERTISING CAMPAIGN IS COMPLETE WITHOUT WSM

NO MATTER HOW YOU LOOK AT IT... WSM IS ONE OF YOUR BEST Advertising BUYS!

Take Cost — A little buys a lot in one of America's most powerful stations. You can put 50,000 clear channel watts to work for you at as low as $30.00 for fifteen minutes (early morning time).

Take Coverage — In addition to primary coverage that cuts a wealthy slice out of five separate states, WSM's secondary coverage blasts your sales message clear and strong a thousand miles North, South, East and West from very nearly the center of the Nation's population.

Take Buying Power — The WSM market lies in the very heart of America's most promising area, a market which is buying *now*. Which will *continue to buy* because it has *just begun to grow*.

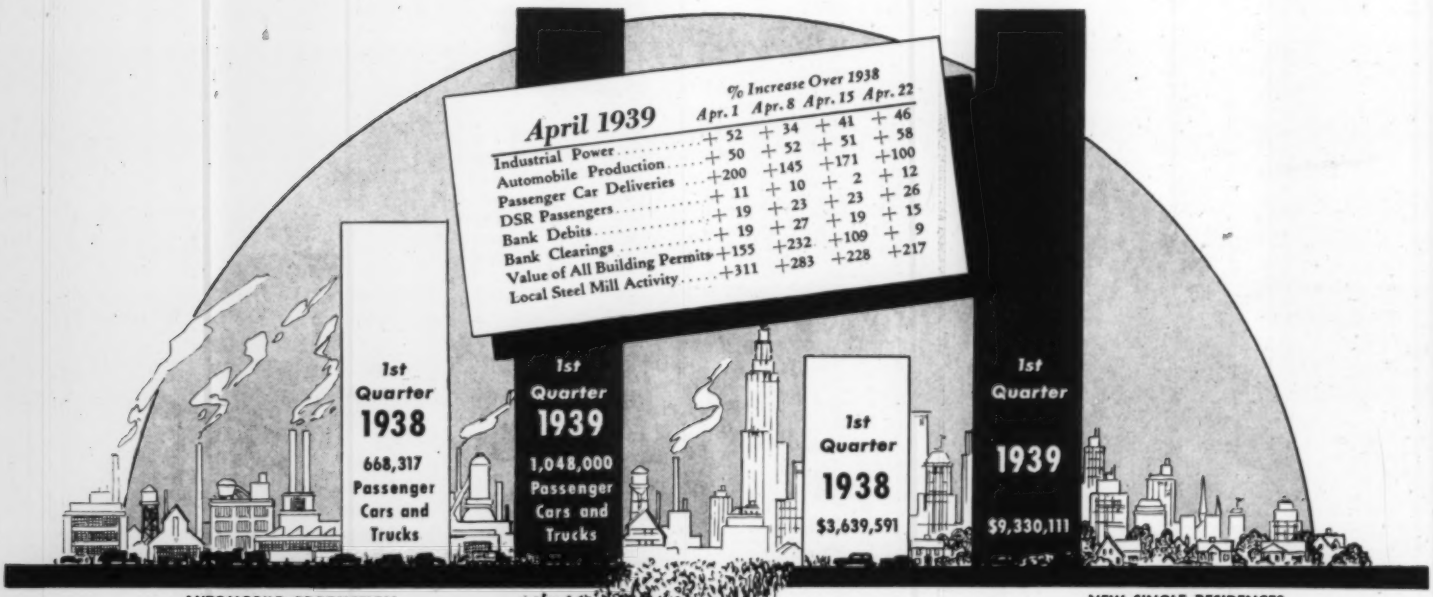
Take Sales Ability — Ask anybody who ever used WSM about the ability of this station to move merchandise; ask your dealers. They'll tell you that WSM is the key selling medium in any sales campaign.

May we show you how to fit this super-salesman into your advertising plans?

WSM
NASHVILLE, TENNESSEE

National Representatives
Edward Petry & Co., Inc.

XUM


April 1939
% Increase Over 1938
Apr. 1 Apr. 8 Apr. 15 Apr. 22
Industrial Power + 52 + 34 + 41 + 46
Automobile Production + 50 + 52 + 51 + 58
Passenger Car Deliveries +200 +145 +171 +100
DSR Passengers + 11 + 10 + 2 + 12
Bank Debits + 19 + 23 + 23 + 26
Bank Clearings + 19 + 27 + 19 + 15
Value of All Building Permits +155 +232 +109 + 9
Local Steel Mill Activity +311 +283 +228 +217
1st Quarter 1938 668,317 Passenger Cars and Trucks
1st Quarter 1939 1,048,000 Passenger Cars and Trucks
1st Quarter 1938 $3,639,591
1st Quarter 1939 $9,330,111
AUTOMOBILE PRODUCTION (U. S. and Canada) First 3 Months
NEW SINGLE RESIDENCES (Detroit City Limits) First 3 Months

THERE'S GREAT ACTIVITY *in* AMERICA'S 4TH MARKET

There is no doubt that a tremendous surge of activity is taking place in Detroit, America's Fourth Market. Automobile production for the first four months of 1939 showed an *increase of more than 50%* over the same period of last year. Home building for the first three months of this year *almost trebled the dollar volume* of the same period of 1938—and *April realized a 126% increase!* And not only has automobile production and home building been going at a rapid pace in Detroit since the first of the year, but bank clearings, passenger car deliveries, industrial power, local steel activity and many other indexes show Detroit considerably ahead of 1938.

Yes, business is good in Detroit. Business is good at WWJ, too. During the first four months of 1939 WWJ SALES REACHED AN ALL-TIME HIGH, with a total for the four months period well above the previous high established in 1937! Such impressive records are tributes to the progressiveness of Detroit business and to WWJ's 18-year-old heritage of community leadership, exceptional coverage of the Detroit market, its forward-looking operation and constant effort in the interests of both its listeners *and its advertisers.*

WWJ

National Representatives
George P. Hollingbery Company
New York : Chicago
San Francisco : Atlanta

Member NBC Basic Red Network

COMING SEPTEMBER 1939

Now

5000 Watts (day)

1000 Watts (night)

WPRO

PROVIDENCE · R · I ·

60% INCREASE IN POPULATION COVERAGE.

WILL COVER 2,000,000 PEOPLE WITHIN HALF-MILLIVOLT LINE . . . . . .

COMPLETELY NEW

TRANSMITTING EQUIPMENT · FACILITIES AND TOWER LOCATION

"ENGINEERED FOR POPULATION COVERAGE"

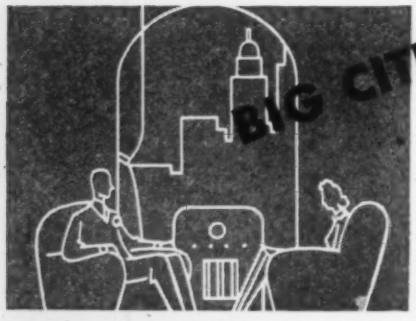
WPRO

PROVIDENCE · R · I ·

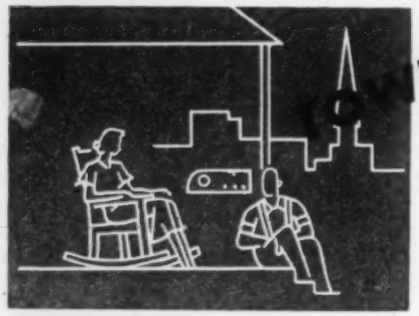
CHERRY and WEBB BROADCASTING Co.

REPRESENTATIVE: Paul H. Raymer Co.
New York, Chicago, Detroit, San Francisco

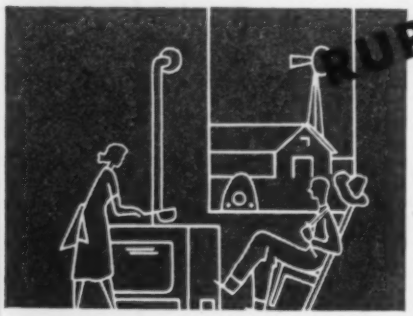
BASIC CBS
630 kc.



100% of the total Pacific Coast metropolitan ("Big City") population is in the *Daytime Primary Area* of the Columbia Pacific Network.



89.4% of the total Pacific Coast *small city* population (outside metropolitan areas) is in the *Daytime Primary Area* of The Columbia Pacific Network.



83.7% of the total Pacific Coast *rural* population (farms and towns of less than 2500) is in the *Daytime Primary Area* of The Columbia Pacific Network.

92% of *all* Pacific Coast population is in the *Daytime Primary Area* of this network! (And 98.7% at *Night!*)

TO SELL THESE 3

BUY THIS ONE

"Going radio" *this one way* permits you to blanket the front-and-back-country thoroughly. When you "go Columbia" you *know your* coast program is bracketed with the nation's prime audience-builders---at one low cost.

COLUMBIA Pacific NETWORK

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM · REPRESENTED BY RADIO SALES

Plow 16 million acres with WEEI

WEEI-LAND is 16 million acres big! Without regard for city lines and state boundaries it surges over 32 New England counties stretching from Cape Cod to the Canadian border. Within this self-contained realm are 190 towns and cities of over 2500 people. Nearly 5,000,000 industrious Yankees have their year-round home in this flourishing market. (And each year it's the "summer home" of 3,000,000 additional vacationers!) They buy every kind of product to the tune of a billion and a half dollars annually!

If you want to reap a harvest of profits out of 16 million rich New England acres, use WEEI—the *only* station that effectively reaches—and SELLS—*all* the people that look upon Boston as the "Hub"! May we show you proof!

WEEI BOSTON · A CBS STATION

Operated by the Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, Detroit, St. Louis, Cincinnati, Charlotte, N. C., Los Angeles, San Francisco

WITHIN THE "GOLDEN HORSESHOE"

THEY SPEND $49,000,000 A YEAR FOR A "SWEET TOOTH"

A sweet market if there ever was one! That's what makers of sweets have discovered within the "Golden Horseshoe," the rich territory blanketed by WJR in Detroit and WGAR in Cleveland. Here folks spend forty-nine million dollars a year for candy and confections, a total practically equal to the combined sales of Chicago, Philadelphia, Boston and Los Angeles.

They eat, live, play in the same above-average way, these eight million people within our borders. Their yearly grocery bill runs nearly three quarters of a billion. Their druggist gets a hundred million in annual sales. Their automobile registration triples that of New York City. And the quickest, most economical way to sell them is through two great radio stations!

THE GREAT STATIONS OF THE GREAT LAKES

W·J·R
THE GOODWILL STATION
Detroit

W·G·A·R
THE FRIENDLY STATION
Cleveland

BASIC STATIONS ... COLUMBIA BROADCASTING SYSTEM ★ EDWARD PETRY & COMPANY, INC., NATIONAL SALES REPRESENTATIVES

BROADCASTING
and
Broadcast Advertising

Vol. 17. No. 1 WASHINGTON, D. C., JULY 1, 1939 $3.00 A YEAR—15c A COPY

Code, Copyright Dominate NAB Agenda

By SOL TAISHOFF

New Administration to Review Work; Record Attendance Expected at Atlantic City Convention July 10-13

IN THE MIDST of a busy year, during which censorship, code, copyright, commercials, Congress and the Commission have harassed the industry without respite, a sizeable majority of the nation's broadcasters will meet in Atlantic City July 10-13 at the 17th annual convention of the NAB to appraise the work of their trade association and take positive action on at least two momentous issues.

With exactly a year of experience under the "new deal" administration of the NAB since its complete reorganization the last convention, an expected record group of station owners and managers will tackle an agenda in which industry self-regulation by means of a code, and music copyright costs figure most prominently. Headquarters will be at the Ambassador Hotel, but with some 500 reservations already in, there will likely be overflow registrations at the neighboring Ritz, Traymore and Chelsea hotels on Atlantic City's famed ocean front.

Will Offer Code

Neville Miller, the first man to serve as paid president of the trade association since its founding 17 years ago, and who was delegated what amounts to czaristic powers, makes his first appearance before the industry at the convention. He assumed office just a year ago, after a wide field of outstanding men had been considered under authorization of the convention held in Washington in February, 1938. He was named for a three-year term as industry head at $30,000 per year.

President Miller will offer to the membership a proposed industry code which would place limitations on commercial credits, ban particular types of programs, rigidly restrict industry trade practices, pave the way for easing out of undesirable or perhaps tainted business, and otherwise seek to set broadcasting's house in order in such fashion as to silence "pressure groups" as well as thwart constantly mounting threats of government intervention. The proposed code [BROADCASTING, June 15] will have been in the hands of members one month when the convention opens. Free and open floor discussion is anticipated and many modifications are expected, although general industry sentiment favors a code—and a rigid one.

Holding an equally prominent spot on the agenda is the copyright problem, centered around the American Society of Composers, Authors & Publishers, which has tormented the industry almost from its commercial beginnings. Mr. Miller personally has conducted negotiations with ASCAP's high command, as chairman of a specially - delegated committee, and will unfold to the membership his plan for a new industry contract to succeed the varied types of compacts now in force, all of which expire Dec. 31, 1940.

Industry sentiment appears to favor a formula under which stations would pay royalties to ASCAP on programs using only ASCAP music—a sort of "per use" arrangement closely paralleling the present newspaper contract. Another proposal advanced is the "per piece" plan whereby copyright owners would place a price on each composition which stations could use or not as they chose, paying only when the number was performed. This plan, however, is regarded in some quarters as premature and too unwieldly. The third plan virtually amounts to renewals of the present general contract whereby stations pay 5% of their "net receipts" plus an arbitrary sustaining fee.

Footing the Legal Bill

ASCAP's attitude in principle is that it isn't particularly concerned with formula, but with gross revenue. It has more than hinted that it expects a larger revenue from the industry than the quoted $4,000,000 annually, and that it proposes to have the broadcasting industry foot its bill for litigation expense incurred by the outcropping of State anti-ASCAP laws which it is contesting in the courts. Also it has not collected royalties in several States for as long as three years, due to the statutes which prevent the Society from doing business on the "standard" basis, and it threatens steps for recompense.

Principal speakers already scheduled will be James G. Stahlman, dynamic publisher of the *Nashville Banner* and last year's president of the American Newspaper Publishers Assn.; Carl E. Milliken, former governor of Maine, second in command of the motion picture industry trade group; Elmer F. Andrews, Federal Wage & Hour Administrator and Orrin E. Dunlap, radio editor of the *New York Times*.

Messrs. Stahlman and Milliken will actually launch the self-regulation drive, discussing activities of their own industries in resisting undue Government interference. The burning censorship issue will come within the purview of Mr. Stahlman's remarks, for he

TENTATIVE PROGRAM, NAB CONVENTION
Ambassador Hotel, Atlantic City—July 10-13

MONDAY, JULY 10

10 A.M.

*Group Meetings:
Clear Channel Group
National Association of Regional Broadcast Stations
National Independent Broadcasters

12:30 P.M.

Luncheon:
NAB Bureau of Radio Advertising (in conjunction with Sales Managers Division)
Neville Miller Presiding

2 P.M.

Independent Radio Network Affiliates

8 P.M.

Meeting:
NAB Engineering Committee
John V. L. Hogan, Chairman

*Meeting Rooms on Bulletin Board

TUESDAY, JULY 11

9:30 A.M.

Call to Order
Introduction of President Neville Miller
Annual Report of President Miller
Address: James G. Stahlman, publisher, *Nashville Banner;* former president American Newspaper Publishers Association, "Radio and the Press in a Democracy."

12:30 P.M.

Luncheon for Membership
Address: Carl E. Milliken, Secretary, Motion Picture Producers and Distributors of America, "Industrial Self-Regulation".

2:30 P.M.

Report of NAB Code and Self-Regulation Committee
Presentation of Proposed Code
Discussion

WEDNESDAY, JULY 12

10 A.M.

Address: Elmer F. Andrews, Administrator, Wage & Hour Division, U. S. Department of Labor, "Wage and Hour Regulation and Broadcasting."
Address: Orrin E. Dunlap, Radio Editor, *The New York Times*, "Television & Facsimile — Its Future Effect Upon Standard Broadcasting".
Report:
Bureau of Radio Advertising

2 P.M.

Report of Copyright Committee
Neville Miller, Chairman

7 P.M.

Annual NAB Banquet:
Presentation of BROADCASTING Trophy to Winner of Golf Tournament.
Entertainment

10:30 P.M.

Network Address: "The Three Mirrors of America," *The Radio*: Neville Miller, from Atlantic City; *The Movies*: Will H. Hays, president, Motion Picture Producers and Distributors of America, from San Francisco; *The Press*: James G. Stahlman, publisher, *Nashville Banner*, from New York or Europe.

THURSDAY, JULY 13

10 A.M.

Oral Supplemental Committee Reports
Address: Joe Marty, Radio Servicemen's Assn., "The Missing Link".
Unfinished Business
Report of Resolution Committee
Report of Nominating Committee on Directors-At-Large
Election of Directors-At-Large
Adjournment

GENERAL INFORMATION

Registration desk will be open from 10 A.M. until 1 P.M. Sunday, and from 8:30 A.M. until 5 P.M. on Monday, Tuesday and Wednesday.
Registration Fee $10 per person, including banquet and luncheon tickets. Extra banquet tickets may be purchased at registration desk at $3.50 each. Ladies' registration, including banquet and entertainment, $5.00.
Annual NAB Golf Tournament will be held Sunday, July 9, for BROADCASTING Magazine Trophy. First foursome will tee off at 10:30 A.M.

has championed that cause of the press for years, and only recently took radio in his embrace as the front line of defense against interference with the Constitutional guarantees of freedom of expression.

It developed that Mr. Stahlman might find it necessary to make a flying trip to Europe during the next fortnight. If he is unable to be present, more than likely some other person high in press affairs will take over his place at the convention.

Mr. Dunlap, author of several books on radio and a pioneer radio journalist, will discuss visual radio—television and facsimile—and the part they are destined to play in relation to sound broadcasting. His observations will be augmented by a practical demonstration of television, for RCA is moving its mobile television units to Atlantic City and on July 10 will bare to the convention delegates the inner workings of 441-line transmission and reception, now functioning on regular schedule in New York, where receivers are on sale.

Labor Problems

From Administrator Andrews the broadcasters will glean an idea of the new wage and hour law operations, and perhaps hear that broadcasting has been a model industry, paying far better than average wages, wholly within the hour limitations. But later in the program the convention will hear from Joseph L. Miller, young NAB labor relations director, about the problems ahead on union activities as they pertain to the industry, with particular emphasis on musicians and the American Federation of Radio Artists.

There is the probability that President Roosevelt will send a personal representative to address the convention—Stephen T. Early, his senior secretary. Mr. Early has been extended an invitation and has indicated a desire to accept, but the final word must await developments. Should Mr. Early not appear, then the President will send to President Miller a letter of greeting and encouragement to the industry, and perhaps expand significantly on his recent utterance via transcription, about radio's status as an impartial news disseminating medium.

Though the main convention does not get under way until Tuesday, July 11, there will be preconvention activity aplenty as early as Saturday, July 8. The NAB Code Committee, headed by President Miller, meets that day to consider proposed changes suggested by committee members and to work out a formula for enforcement of the code (the suggestion now is for eventual expulsion from the NAB). The Copyright Committee also is scheduled to meet the same day and consult with Mr. Miller on his report and final conclusions.

On Sunday, July 9, the NAB board of 23 directors holds its preconvention huddle. It will review both the code and copyright committee work, and counsel with Mr. Miller on the appointment of necessary convention committees and procedural steps. New applications for membership also will be passed upon and those admitted will be eligible to participate in the proceedings.

The only other official Sunday activity is the NAB Golf Tournament for the BROADCASTING Trophy presented annually. It will be held at the Northfield Country Club.

Group Sessions

Unlike past conventions, Monday—the opening day—will be given over entirely to preparatory group sessions of regional, local, and clear channel stations, Independent Radio Network Affiliates and other groups, as well as the various committees. The Sales Managers Division, fresh from its participation June 20 in the Advertising Federation of America sessions in New York, will hold a luncheon session, at which the newly-created NAB Bureau of Radio Advertising will be discussed and plans for its development covered.

It is expected the present 17 district directors will meet Monday to nominate 12 broadcasters for the six directorships-at-large for the ensuing year. Two directors each are selected for clear, regional and local station brackets, but the district directors must nominate four for each class, or make a total of 12 nominations for the six directorships. Elections will take place on the last day—July 13.

Directors-at-large, whose terms expire with the convention, are Harold Hough, WBAP, Fort Worth, and Lambdin Kay, WSB, Atlanta, for clear channels; Frank M. Russell, NBC vice-president and Elliott Roosevelt, president, Texas State Network, for regional channels; John Elmer, WCBM, Baltimore, and Edward A. Allen, WLVA, Lynchburg, Va., for locals.

Aside from the trade group sessions, business meetings also are contemplated for the Monday opening. Percy L. Deutsch, president of World Broadcasting System, tentatively has called a session of members of the World Transcription System, wax network project, to plan future operations. Station representatives, it is reported, contemplate group sessions, while NBC, CBS and MBS will hold customary pre-convention conclaves on network policy matters.

IN ACTION is Neville Miller, first paid president of the NAB, who will preside at the 17th annual convention in Atlantic City, July 10-13. It will mark his first appearance before the full membership since he assumed office just a year ago. The post of paid president was created by the NAB at an emergency "reorganization" convention in Washington last February, after which the former "fighting mayor" of Louisville was elected leader of the broadcasting industry's association.

Convention Message from President Miller

"We have just completed an important and tremendously busy year in broadcasting. We have endeavored to make the new NAB live up to the fullest expectations of the membership. We believe we have a most intelligent, aggressive and energetic staff, which has made important and substantial contributions to American broadcasting.

"While there are many and diverse things to be taken up at the convention, there are two things which stand out because of their importance to the public and to the industry. One is the adoption of the new Code and Standards of Practice. The other is the report of the NAB Copyright Committee.

"I sincerely believe that the Code when approved by the Convention in final form will prove to be one of the most progressive steps ever undertaken by this industry. It brings an assurance to the millions we serve, that we shall continue to develop in accordance with our American concepts of democracy.

"Some 18 months separate us from the date on which we must sign new agreements with ASCAP. We will not permit ourselves to be delayed into another eleventh hour decision. Our Copyright Committee has worked long and hard to prepare us for an intelligent and, we hope, early negotiation.

"We will have a most interesting and important business convention. At the same time we look forward to the pleasure of renewing old acquaintances and enjoying once again the warm comradeships these annual NAB Conventions develop. I extend to all a hearty welcome."

NAB Promotion

Delegates will be greeted by an entirely new physical setting for an NAB convention. The trade association will essay to "sell itself" through main lobby displays portraying the character of service it renders. There will be a giant, lighted exhibit of the NAB departments and what they do; of the campaign against "time-chiselers"; of its publications activities; of newspaper publicity procured during the last year, and of the projected functions of the Bureau of Radio Advertising. The plan also is to print reports of all committees in advance, to be handed to delegates as they register. Oral reports, however, would be submitted on the windup day.

The new NAB board will be called upon to act on reappointment of NAB department heads, aside from President Miller. The terms of these executives were for one year, since they were appointed prior to President Miller's retention. They are Edwin M. Spense, secretary-treasurer, and general chairman of the convention arrangements; Ed Kirby, director of public relations; Paul F. Peter, research director; Andrew W. Bennett, counsel; Joseph L. Miller, labor relations director. The last-named began his term May 15, 1938, and the others a month later.

Both the code and the copyright sessions, under present plans, will be open only to association members. Similarly it is planned to meet behind closed doors at a meeting on the concluding day at which resolutions, election of directors-at-large and other executive business will be considered.

Reactions to Code

While repercussions to the proposed code have not been numerous, there has been ample indication that the discusssion will be spirited. In many instances it is felt that certain provisions are too stringent and that it would be difficult for some stations, particularly the smaller units, to live under it.

Totally aside from restrictions and limitations on acceptance of business, particularly in the proprietary field, and on length of commercials, proposed code provisions relating to discussion of public questions, to expressions of editorial opinion, children's programs and commercial religious broadcasts are likely to stir up much debate. There is a feeling that the Code Committee, in its zeal to cover all possible ground and "button up" every source of past

complaint, has gone too far. For example, in one quarter it was stated the requirement that both sides of controversial public questions be discussed might place broadcasters in the position of losing control of their facilities since they would be duty-bound to give equal time to any opposing viewpoint.

Proprietary Clause

The Proprietary Assn., it was learned, has taken exception to the drastic and farreaching provisions of the proposed code with respect to "medical" accounts. Itself interested in eradication of repellant advertising, the feeling was that the broadcasting industry would be going beyond reasonable limits in its proposed code. In proposing to bind broadcasters to adhere to all Federal Trade Commission and Food & Drug Administration rulings, in the acceptance of food, drug and cosmetic copy, the proprietary organization felt the industry was not only imperiling a very substantial amount of advertising revenue but also was discriminating to an extreme.

The Food & Drug Administration, it was pointed out, does not issue rulings as such but through Federal attorneys can institute seizures of products it construes dangerous. Consequently, it was felt that in this respect, at least, the proposed code overreaches its mark. Moreover, under certain of the provisions, it was pointed out, it might be necessary for the industry to set up laboratories to determine scientific differences in opinion on various proprietaries and cosmetics. Still another factor was the disclosure that the proposed code classifies as "medical" a number of commodities which already officially have been adjudged cosmetics.

A particularly sore spot with patent medicine manufacture is self-medication, and the provisions of the proposed code dealing with this phase have aroused some dispute. They question the wisdom of including a specification in the code dealing with medicine whereas cosmetics are not singled out.

In the light of the code provisions, it was brought out that Dr. F. N. Cullin, executive vice-president of the Proprietary Assn., in a recent address to his membership, suggested that manufacturs "remember the newspapers in preparing their advertising budgets." He said they should prepare their advertising budgets in the light of the help the newspapers gave the industry during the five-year legislative fight over the provisions of the new food, drug and cosmetic law.

More Time for Contests

A sounding of advertising agency viewpoint in connection with length of commercials brought the concensus that the time limitations, generally speaking, are not onerous where no contest is involved. But in cases of contests, it was felt the commercial limitations were too stringent. Agencies thought it advisable that time limitations be set up to cover five-minute programs also.

Sales managers of stations, consulted during their meeting in New York June 20, felt generally that under the time limitation provisions it would be difficult to sell local-unit accounts. Small stations particularly felt that more time is needed to sell local establishments.

From Herb Hollister, manager of KANS, Wichita, and a NAB director, came the suggestion that there be included under the business ethics provisions of the code a positive limitation on station coverage claims. He suggested that since the commonly accepted standard of signal strength required for good daytime reception in rural areas is one-half millivolt, member stations should be urged to use this standard in all advertising and publicity involving station coverage. If some other standard of signal strength is used, it should be plainly designated, he proposed.

CONVENTION SPEAKERS will be this distinguished quartet (l to r) Orrin E. Dunlap Jr., radio editor of the *New York Times*; former Gov. Carl E. Milliken of Maine, in charge of code administration for the movie industry; James G. Stahlman, pubisher of the *Nashville Banner* and last year's president of the American Newspaper Publishers Assn.; Elmer F. Andrews, Federal Wage & Hour Administrator. Mr. Stahlman may make a *Clipper* flight to Europe, necessitating a substitute.

STANDARD RADIO will hold a cocktail party and housewarming in its new Chicago offices, 360 N. Michigan, July 6. The modernistic offices include a large studio. Gerald King, head of Standard's Hollywood office, while en route to the NAB convention will assist Milt Blink, head of the Chicago office, in the entertainment.

THIS QUINTET of station executives and owners joins the 1939-40 board of directors of NAB immediately following the Atlantic City convention. Elected at district meetings held in recent months, the new directors are Paul W. Morency (center), general manager of WTIC, Hartford, a former NAB vice-president and director; J. Harold Ryan (upper left), vice-president and director of Fort Industry Co., operating WSPD, Toledo, WWVA, Wheeling, WMMN, Fairmont, W. Va., and WLOK, Lima, O.; Gene T. Dyer (upper right), operator of WGES and WSBC, Chicago, and WEMP, Milwaukee; Clifford M. Chafey (lower left) owner-manager of WEEU-WRAW, Reading, Pa.; Howard Lane, (lower right), business manager of the McClatchy stations KFBK, Sacramento, KMJ, Fresno, KERN, Bakersfield, KWG, Stockton and KOH, Reno.

Convention Trinity

THE PRESS, the movies and radio will join hands during the NAB Convention as "The Three Mirrors of America" in defense of their freedom of activity. In addition to the discussion of self-regulation on the Convention agenda itself, Will H. Hays for the movies, James G. Stahlman for the press, and Neville Miller for radio, will address a nationwide audience June 13 at 10:30 p. m. (EST) in a special program. Mr. Miller will speak from Atlantic City, Mr. Hays from San Francisco or Hollywood, and Mr. Stahlman from New York or Europe.

NAB Display

DELEGATES attending the NAB Convention in Atlantic City July 10-13 for the first time will witness an NAB display designed to sell the industry on its trade association. The main lobby of the Ambassador Hotel will be given over to a series of NAB promotional exhibits. The newly-created NAB Bureau of Advertising will set forth graphically its objectives in one display. A giant exhibit will depict the departmental activities of the trade association and what it is designed to do for the broadcaster. To thwart so-called "time chisels", there will be a lobby display of free offer campaigns. Another will show the activity of the trade association in the way of publication and promotional literature. Shown on a bulletin board will be clippings of newspaper, magazine and other articles designed to exemplify how radio made news during the year. Finally, there will be a display given over to a station promotional material.

Hit Push-Button Sets

WHAT TO DO about push-button sets, which some independent broadcasters contend result in a serious discrimination against them, will probably rear as a topic of discussion at the NAB convention. Cal Smith, KFAC, Los Angeles, and secretary of the California Broadcasters Assn., has already served notice that he feels the broadcasters should go on record condemning these models as unfair. In Los Angeles, with 18 stations, many of the independents contend that their problems have increased since the introduction of the pushbutton models several years ago. Smaller sets automatically tune only four stations and the more expensive models six to eight.

Spence in Charge

EDWIN M. SPENCE, secretary-treasurer of the NAB during the last year and as the manager of WPG, Atlantic City, one of the founders of the trade association, will serve as general convention chairman for the NAB annual sessions in Atlantic City July 10-13. Ed Kirby, director of public relations, and Paul F. Peter, director of research, were named to devise the convention agenda and group meeting plans, with Joseph L. Miller, labor relations director and a former newsman, designated to handle press relations. Everett Revercomb, NAB auditor, will be in charge of the Registration Desk.

New FCC Rules Recognize Desirability Of Guarding Service in Outlying Areas

SIGNIFICANT principles recognizing the protection of secondary service in outlying communities from remote stations, were incorporated by the FCC in its new rules and regulations approved June 23, effective Aug. 1.

In revising provisions of its Standards of Good Engineering Practice, which for the first time have the force of FCC regulations, the Commission took cognizance of the desirability of such service, by attaching a rider which in effect gives the people living in the remote areas a voice as to their station desires.

Similarly, the rules prescribe that Class III(a) stations, or those regionals authorized to use 5,000 watts at night, when in remote locations may establish greater service than that to the 2½ millivolt contour, and thereby go beyond the normally protected service range for that class of stations.

Adjacent Channels

The specific principles adopted in the case of the secondary service of Class I or clear stations was that consideration be given to adjacent channel interference. Where a given station provides a secondary service and an application for a new station on an adjacent frequency is prosecuted, which if granted would destroy the reception of the remote station, the FCC in the future will take into account not only the effect of the proposed new station on the other signal, but also take cognizance of the desires of the listeners in the area which would be deprived for the secondary service.

A substantial number of changes were made by the Commission in purely technical phases of the rules and the standards of engineering practice. These hewed closely to the recommendations agreed to at the technical conference held June 5-6 under the chairmanship of Andrew D. Ring, FCC assistant chief engineer in charge of broadcasting, to appraise the provisions of the engineering standards [BROADCASTING, June 15]. All of the changes definitely agreed to at the conference, attended by some 50 engineers and attorneys, were adopted by the FCC.

The FCC kept intact a provision prohibiting the simultaneous use of a common antenna or antenna structure by two standard broadcast stations and a station of any other class unless both stations are licensed to the same licensee. The provision is not retroactive, and was adopted because it was felt there could not be a complete control over station equipment by individual licensees.

Direct Power Rating

New provisions, under which the operating power of stations must be determined by the "direct" method, rather than indirect or field intensity, were incorporated in the rules. This means that the power input to the antenna formula must be observed, effective July 1, 1940. The indirect method, however, may be used in emergencies. Stations having directive antennas must measure operating power at a common place in the transmission line, with suitable allowances made for losses in lines.

Rules governing auxiliary transmitters were modified so that for five-day periods, without specific authority from the FCC, the standby units may be employed during maintenance work or modification of the main transmitter, as well as during failure of the main unit. Auxiliary transmitters must be tested at least once a week, to be conducted between 12 midnight and 9 a. m. local standard time. The former requirement that field inspectors be notified within two days of the use of auxiliary transmitters was entirely eliminated.

Under the log requirement provisions, a rule which would have required an entry each 30 minutes of the modulation monitor reading for maximum and average, was eliminated entirely.

Safety factor provisions were liberalized in keeping with modern technique, and many detail changes discussed at the conference at length also were incorporated in the standards.

NAB's best golfer nabs this beautiful loving cup, awarded annually by BROADCASTING to the winner of the golf tournament held coincident with the annual convention. The tournament will be held Sunday July 9 at the Northfield Country Club, Atlantic City, the first foursomes to tee off at 10 a.m. The trophy will be presented to the low net scorer at the banquet Wednesday night July 12. Past winners of the trophies were Dr. Leon Levy, WCAU, Philadelphia, 1932; Jerry King, Standard Radio, 1933; Lewis Allen Weiss, Don Lee, 1934; Carl Haymond, KMO, Tacoma, 1935; Ross Wallace, WHO, Des Moines, 1936; E. C. Pulliam Jr., WIRE, Indianapolis, and Harry C. Butcher, CBS, Washington, co-winners, 1937.

Portable Master Control

A PORTABLE master control unit weighing less than 25 pounds (old-type unit weighed something over 3,000 pounds and was semi-portable only) has been developed by NBC engineers to give special events and news men speedier coordination between pickup points. New unit is 10 inches high and 19 inches long, with three rows of red, green and white lights, 10 to a line, indicating positions on the air or in communication with the base of operations. Besides linking field crews and operatiins directors, it also feeds the program to all points so that any one may take the air immediately. Device proved its value during its debut in covering the New York visit of King George VI and Queen Elizabeth, when switches between 10 microphone positions were made without a second's interruption.

STEERING COMMITTEE for the NAB Convention in Atlantic City July 10-13 is this group of practical broadcasters, constituting the board of directors. Five members of the board, serving as district directors will step down immediately following the convention, to make way for their duly elected successors (see layout on page 21). Six of the members, serving as directors at large, also vacate their offices, with new nominations and elections to occur at the convention. In this picture, (l to r) front row: Edwin W. Craig, WSM; W. Walter Tison, WFLA; Harold V. Hough, WBAP (at large); John Shepard 3d, Yankee Network; Walter J. Damm, WTMJ; Mark Ethridge, WHAS; John Elmer, WCBM, (at large); middle row: C. W. Myers, KOIN-KALE; Frank M. Russell, NBC (at large); Donald W. Thornburgh, CBS; Elliott Roosevelt, Texas State Network (at large); Herb Hollister, KANS; Edward A. Allen, WLVA (at large) John E. Fetzer, WKZO; O. L. Taylor, KGNC; back row: Earl H. Gammons, WCCO; Harry C. Wilder, WSYR; Clair R. McCullough, WDEL; Lambdin Kay, WSB (at large); John J. Gillin Jr., WOW; Ralph R. Brunton, KJBS. Absent when this picture was taken were John A. Kennedy, WCHS, and Gene O'Fallon, KFEL.

Broad FCC Rules Become Effective Aug. 1

One-Year Licenses, Clear Channel Retention Provided; Havana Treaty Shifts in Allocations Are Postponed

STRIPPED of its frequency reallocation provisions, but incorporating an extension of the broadcast license period from six months to one year, new rules and regulations of far-reaching importance to the broadcasting industry and the public become effective Aug. 1. It is the first broad revision of fundamental technical regulations in more than a decade.

Involving reclassifications of all stations with power increases for regionals and locals, the new rules and regulations were approved by the FCC June 23 in substantially the same form in which they had been advanced at oral arguments last month [BROADCASTING, June 15].

Because of the impasse reached in obtaining Mexico's approval of the North American Broadcasting Agreement evolved two years ago, the projected reallocation of assignments of practically all stations is necessarily held in abeyance. The reallocation was to have become a part of the new rules and regulations, but Mexico's unwillingness to relinquish its so-called border stations, which in the main are operated under auspices of American citizens blocked this important phase. Nevertheless, virtually all other provisions of the intercontinental broadcasting agreement become operative under the new rules. The actual frequency shifts will occur whenever an agreement is reached with Mexico, or if Canada and Cuba agree to effectuate the changes without the participation of that country.

Clear Channels Remain

Retention of the clear channel principle with peak power of 50,000 watts, as a means of providing rural and secondary coverage was voted by the Commission after a lengthy debate in which it appeared at one time that the number of Class I(a) or clear frequencies would be reduced from the proposed 25 to 20. The discussion wound up, however, with an increase to 26 in the number of clear channels in the upper bracket, and a reduction from 19 to 18 in the number of duplicated clears of Class I(b) status. The 1170 kc. channel, used by WCAU, Philadelphia, which was slated for reduction to the secondary status in the proposed rules was restored to the preferred position as an outcome of this discussion.

A proposal had been advanced for duplication of all coastal clear channels, which would have resulted in the reduction to 20 Class I(a) frequencies. This would have affected the status of WEAF, WJZ, WABC, WBZ and KFI. This proposal lost, though at times it is understood a minority of the FCC members supported duplication of all clear channels. WOR, which waged a vigorous fight for restoration to I(a) status, was not accorded this position and is expected to resist the provisions of the rules at a future hearing.

Salient Provisions

Salient provisions of the proposed new rules are:

1. Reclassification of stations from clear, regional and local to Classes I (clear); II (duplicated clear); III (regional); IV (local). Upper and lower brackets, based on power limitations and interference protection, are provided for the first three classes of stations [See BROADCASTING, *1939 Yearbook*, pp. 310-21].

2. Establishment of 26 channels as clear with no duplication within the continental limits of the country.

3. Increases in power for Class III(a) regionals from a maximum of 1,000 watts at night to 5,000 watts day and night upon individual application and where engineeringly feasible.

4. Increase of maximum power of Class IV stations from 100 watts at night to 250 watts on individual application and where engineeringly feasible.

5. Banning of commercial operation under experimental grants of any character.

6. Adoption of standards of engineering practice as part of general regulations for the first time, effecting improvements in technical operation and recognizing definite standards of service and coverage.

In extending the broadcast license period from six months to one year, the FCC capitulated partly to the insistent campaign of the industry during the last dozen years. The law prescribes a maximum three-year license term, which the industry has sought. It was stated that the three-year term would have been approved were it not for the "instability" created by the delay of Mexico in ratifying the reallocation agreement. If, as and when the North American Agreement becomes operative, it was indicated, the FCC might again consider extension to three-year terms as a means of buttressing the industry economically and lending it greater stability. Longer licenses may result in a change in FCC regulatory procedure since it may be inclined to pursue revocation proceedings for law violations rather than rely upon license renewal applications.

26 Clear Channels

On the clear channel dispute, the Commission stated that uncertainty in regard to the Havana Treaty made it inadvisable to reduce the number of unduplicated clears at this time to less than 26. This was interpreted as meaning that if additional frequencies were duplicated, under the technical provisions of the treaty, those channels could also be duplicated within specified limitations in the other continental nations. There was also the implication that at some future date—perhaps when the treaty allocation provisions become operative—the FCC may again consider the feasibility of clear channel duplication. As a matter of fact, filing of applications for duplication on certain of these channels might be countenanced by the Commission even at this stage by waiving the former requirement that applications not in accord with established rules be automatically denied.

Mexico Again Rejects

The outlook for the Havana Treaty situation and its concomitant allocation provisions was far from bright. Ambassador Daniels in Mexico City, it was learned, has reported that the Mexican Senate had declined again to sanction the treaty without a provision for relocation of stations which would permit assignment of that nation's exclusive channels to the Mexican border outlets. Conversations then were undertaken with Canada and Cuba to determine whether these nations would accept the amendment proposed by Mexico. It may ultimately be decided to agree tentatively to the Mexican proposition, subject to further consideration, in order to effectuate the terms of the treaty which would make available to this country assignments on 106 channels in the band 550-1600 kc. instead of the present 92 channels. The present allocations set aside 26 unduplicated clears, 18 duplicated clears, 42 regionals and six locals.

Under the terms of the new rules, no changes in station assignments or power or hours of operation are effected automatically. All must be accomplished on individual application when the rules become generally operative Aug. 1. This procedure does not necessarily mean hearings, for in cases in which there are no objections the FCC will be disposed to approve changes without delay if they accord with the rules.

Block Power Boosts

For example, if a block of stations on a Class III(a) channel proposes to increase night power to 5,000 watts in accordance with the rules, and if all technical requirements as encompassed in the rules are met, the change will become a mere formality insofar as the FCC is concerned. The same applies to local stations with respect to power increases to 250 watts at night.

In the case of parttime clear channel stations, totaling a dozen, which under the treaty provisions automatically would have gone to full time on duplicated operations, applications must be filed for that purpose in the light of the present situation. The majority of these stations are expected promptly to take advantage of the provisions of the rules.

The new rules constitute the first general modification of FCC technical regulatory practices since the general reallocation of 1928. While there have been significant piecemeal changes since then, such as repeal of the Davis Quota Amendment, and a boost in day power of regionals from 2,500 to 5,000 watts, there has been nothing in the nature of an omnibus revision.

Because of the status of the Ha-

(*Continued on page 197*)

HOW ANNUAL LICENSES WILL BE ISSUED

BY VIRTUE of the FCC action of June 22 extending the six-month broadcast license terms to one year, an entirely new schedule for renewal applications becomes immediately effective in conformity with the new rules.

The new rules set up six groups of channels with license dates staggered over two-month intervals. This arrangement was devised to distribute the renewal applications as evenly as possible throughout the year, allowing a two-month span to clear each classification.

Under the plan, where necessary to meet the revised licensing schedule, stations will be accorded short-term extensions which will bring them up to the new one-year starting date. When these expire, the regular full-year license will be issued, to expire on the same date in succeeding years.

When the Radio Commission was created in 1927, licenses were issued for only a three-month period in order to keep the structure sufficiently fluid to permit changes in allocations. The tenure was extended to six months in April 1931, and was retained on that basis by the FCC despite a constant campaign by the industry, and frequent demands in Congress, for three-year-licenses as permitted by law.

The table of frequency groups, under the new one-year licensing procedure, follows:

From Feb. 1—640 650 660 670 680 700 710 720 740 750 760 770 790 800 810 820 830 850 860 870 970 980 990 1000 1020 1040 1050 1060 1070 1080 1090 1100 1110 1130 1140 1150 1160 1170 1180 1190 1460 1470 1480 1490.

From April 1—550 560 570 580 590 600 610 620 630 780 880 890 900 920.

From June 1—930 940 950 1010 1120 1220 1230 1240 1250 1260 1270 1280 1290.

From Aug. 1—1300 1320 1330 1340 1350 1360 1380 1390 1400 1410 1430 1440 1450 1530 1550.

From Oct. 1—1200 1210 1310.

From Dec. 1—1370 1420 1500.

Walker Renamed For 7-Year Term

Confirmation Seen Sure; McNinch May Get New Post

PRESIDENT ROOSEVELT on June 26 nominated Commissioner Paul A. Walker of the FCC for a new seven-year term from July 1. The Oklahoma Democrat, a specialist on telephone matters, was appointed to the original FCC in 1934 and served as chairman of its Telephone Division until the abolition of the division method of operation last year.

Mr. Walker

The nomination automatically goes to the Senate Interstate Commerce Committee. Little difficulty is expected on confirmation by the Senate.

Commissioner Walker had visited the White House on June 22 and conferred with the President. At that time his reappointment appeared assured. He came to the FCC in 1934 from the chairmanship of the Oklahoma Corporation Commission and was in charge of the FCC's direction of the A T & T inquiry. In the absence of Chairman McNinch, Mr. Walker served as acting FCC chairman during the week of June 26.

Meanwhile, Chairman McNinch continued to be away from the FCC due to illness. Reported to be resting at a nearby beach, after having been hospitalized since May 1, the chairman planned to return to the FCC after July 4.

Nevertheless, it was an open secret in Washington circles that Mr. McNinch might receive an appointment to another post—probably a judicial one—in the near future. A vacancy on the U. S. Court of Claims, for which Mr. McNinch had been mentioned, had been filled by the President June 23 with the appointment of Sam E. Whitaker, Assistant Attorney General to that court. Simultaneously, the President named Judge Richard Smith Whaley Chief Justice of this court. The fact that Mr. Whaley is a South Carolinian and Mr. McNinch hails from North Carolina might have had some bearing on the appointment.

Commissioner Thad H. Brown, whose term expires on June 30, 1940, has made no statement in connection with his reported retirement from that agency perhaps during this year. He has expressed a desire to return to private practice of law.

Radio for Ad Clubs

A SIX-POINT plan for using radio in the public relations program of an advertising club is offered in a booklet recently issued by the Advertising Federation of America. Suggested activities include a series telling about various local industries; speeches by local business men dealing with aspects of their own businesses; speeches by representative business men on national problems affecting the welfare of local business; weekly broadcasts summarizing business news; broadcasts bringing out the value of the public service performed by advertising.

Wrigley to Continue

WILLIAM WRIGLEY Jr. Co., Chicago (chewing gum), on July 9 renews its half-hour Sunday evening RKO show on CBS. Details of the program are not definitely set, but the 13-week series will likely originate in Chicago and will feature the winners of the *Gateway to Hollywood* series in dramatizations adapted from the movie "career" in which they are also featured. Neisser - Meyerhoff, Chicago, is agency.

Norwich Back on Air

NORWICH PHARMACAL Co., Norwich, N. Y. (Amolin) on July 12 starts a campaign of five disc announcements weekly in Buffalo and Syracuse, eventually expanding to 50 stations. Several years ago the firm was a user of spot radio but has been inactive since. Agency is Wm. Esty & Co., New York.

Discs on NBC Net

NBC for the first time is accepting transcriptions for network broadcasting. The order announcing the change in policy June 26 said: "Effective immediately NBC will accept electrical transcriptions for transmission over Pacific Coast Blue network, including Pacific Coast stations available as supplementaries to the Blue Network. Free origination points will be, as in the case of live talent shows, NBC studios at San Francisco and Hollywood. Origination at any other point will be subject to regular remote pickup rates."

Appeal of WLW Is Dismissed by Court; Denial of Half-Time to KFUO Upheld

UPHOLDING the recent decision of the FCC in reducing WLW's power on March 1 from its special experimental 500,000 watts to its regular 50,000-watt output, the U. S. Court of Appeals for the District of Columbia June 26 dismissed the appeal of the Crosley station on the ground of lack of jurisdiction.

While the three Justices (Groner, Chief Justice, who wrote the opinion, Stephens and Vinson) concurred in the result, Associate Justice Stephens disagreed with the majority. He held that the majority should have limited itself to the conclusion that either the special experimental authorization was void or that it was a kind of license not subject to the provisions of the statute, and in either event WLW would have had no right to appeal. He added he thought the opinion as written by Chief Justice Groner implies that the Commission has power to issue and terminate special experimental authorizations without conformance to the provision of the statute for notice, hearing and review, and that the Commission can by contract with a licensee "render ineffective or inapplicable" those provisions.

"I think the court ought not to rule until it is necessary to do so on such grave questions as are involved in the alternatives stated," Justice Stephens said.

KFUO-KSD Case Settled

In a second opinion, the court affirmed the FCC decision denying KFUO, St. Louis, Lutheran church station, halftime on 550 kc. which it now shares with KSD, using only 20% of the hours. Associate Justice Edgerton held the Commission's decision that the public interest will be served by maintaining the status quo rather than by switching time from one station to the other, was supported by substantial evidence and "is not arbitrary or capricious". KSD had applied for fulltime on the channel and deletion of KFUO. KFUO had applied for halftime and had appealed when the FCC decided to retain the status quo. KFUO also had sought an increase in power to 1,000 watts night and 5,000 watts day, which also had been denied. The court said the Commission was never clearly advised that KFUO desired to have its power application considered separately if its application for increased time was denied.

"What we have said," the opinion concluded, "is without prejudice to its right at any time, upon a proper showing, to apply for an increase of power."

WLW May Ask Rehearing

Whether there will be further litigation in connection with the WLW ruling remains to be determined. It was reported that the Crosley Corp. and its counsel, Duke M. Patrick, had under advisement a possible request for a rehearing before the court in the light of the conflicting majority opinions and also because of purported inaccuracies of fact in the majority opinion. Moreover, consideration was being given to a possible petition for Supreme Court review of the opinion based on the contention that the appellate provisions of the act were improperly construed.

Chief Justice Groner brought out that in the WLW proceeding, the court had declined to stay the effective date of the Commission's order several months ago, under which it would have continued 500,000 watt operation. It emphasized that the 500,000-watt authorization was a special experimental one and had no bearing either upon WLW's regular 50,000-watt license or its midnight-to-morning experimental authorization to use 500,000. WLW had contended that its temporary license was legally a "radio station license" and that the court therefore had jurisdiction to review the Commission's refusal to renew.

The court said the law permits appeals from granting of and refusal of station licenses, and declared that if the WLW permit was a station license as that term is used in the act "the challenge to our jurisdiction would have to be denied." Judge Groner added, however, that the special experimental authorization was issued for purely experimental purpose and subject to terms at the will of the Commission. Holding that WLW cannot complain about improper hearing or capricious or arbitrary action, the opinion stated that WLW, while its experimental operation was in progress, received its "quid pro quo" in being permitted for five years to extend this service over a greater area than any other American station.

"Certainly in nothing that the appellant has offered is it shown that the conclusions reached were arbitrary or capricious or that our finding of a lack of jurisdiction in the present case permits any action of that character with respect to the regular broadcast station licenses to go unchecked," the opinion stated.

The WLW petition, the court said, "wholly fails to take into consideration the nature of its agreement and the obligations assumed by it growing out of the same. Its present attitude is to insist upon a continuation of rights in disregard to its obligations to surrender them whenever the Commission declared they were no longer necessary for the purpose for which they were granted. It demands of us that we should disregard its agreement and the mutual purpose of its making and treat what it received as something not intended by either the Commission or itself. This we cannot do under the statute—and we ought not to do in this case regardless of the statute."

NEW FEDERAL BODY HAS RADIO FUNDS

THE RELIEF appropriations bill as passed the House and pending in the Senate June 26 carries a fund of $20,000 for the radio division of the new Federal Security Agency set up under the President's reorganization order.

This division, which has been operating under the National Emergency Counsel, now abolished, and headed by Robert I. Berger, former radio director of the Democratic Committee, coordinates in a general way the use of radio in Government departments.

Lowell Mellett, NEC director, explained to the house Appropriations subcommittee in charge of the relief appropriations, that the radio division had its beginning 'in part in the desire of the broadcasting companies and networks that there be one place in Washington through which requests might be made for time and through which the broadcasting companies might make requests for speakers on the air to save them the wear and tear of meeting requests from various sources; and also to obtain Government people to discuss subjects that they wanted discussed on the air."

Joe Lowe in Autumn

JOE LOWE Corp., New York, currently sponsoring three half-hour *Buck Rogers* discs weekly on over 100 stations for Popsicles, on Sept. 15 will start a campaign using the same program on behalf of doughnuts. About 30 minutes will be used. Agency is Biow Co., N. Y.

FADA RADIO & ELECTRIC Co., Long Island City (receivers) will use radio on WOR and WNEW, New York, starting in July. Agency is Sternfeld-Godley, New York.

A Decade of Technical Radio Progress

By ANDREW D. RING
FCC Assistant Chief Engineer in Charge of Broadcasting

More Efficient Use of Facilities Seen in New FCC Rules; Regional and Local Power Boosts Are Cited

IF YOU MEASURED the efficiency of any broadcast station of today with a station of similar output of just a decade back, you would find the same power from the modern streamlined, precision transmitter delivers about 50 times the punch. The author, chief broadcast engineer of the FCC and its predecessor Federal Radio Commission since 1929, knows his kilocycles and watts, for he has been identified with the regulatory aspect of every advance in radio since then. At the transmitting end we learn, it goes in sweet. If it comes out sour, it's more than often because of shortcomings and distortions on the part of the receiving instrument.

SINCE broadcasting began some 19 years ago, numerous technical developments, principally in transmission technique, allocation of broadcast facilities and receiver design, have contributed to a general improvement in service to the public.

But, as if to offset in some measure these scientific advances, there have also been developments over this span of time which have tended to decrease radio performance. The primary offenders have been increased noise areas in cities and the upsurge in interference caused by electrical devices—man-made disturbances.

Broadcasting today, from the allocations standpoint, is a far cry from its earlier days. When the first station was authorized by the Department of Commerce, it was assigned to a specific wavelength and required to operate on it, that is, approximately on it, for there were no means of precision monitoring then. For a number of years thereafter, all other stations were assigned to only two wavelengths —360 and 400 meters.

From Chaos to Order

Confronted with a congestion problem as radio made its technical advances, allocation principles were evolved and the basic plan of frequency assignment began to take form. The first milestone in the basic plan of allocation was the assignment of stations on the basis of 10 kc. frequency separations. Then 1923 saw a plan of allocation based on frequencies. The next major event was the breakdown of the early law in 1926 under which the Department of Commerce licensed stations. The result, little short of chaos, was that from early 1926 to February 1927 stations came on the air with whatever power or frequency or hours of operation they chose. To bring order out of this chaos, Congress enacted the Radio Act of 1927, which established the Federal Radio Commission and gave it broad powers to regulate and license stations.

Being a technically-minded board, the original Commission immediately plunged into the problem of relieving the congestion, and encompassed its work in what was known as General Order 40, which became effective Nov. 11, 1928. This enunciated the basic plan of allocation which has remained in force since.

Generally speaking, technical advances in broadcasting have been gradual but consistent. Every year saw new improvements in transmission technique and in reception. And over the years, the Federal regulatory authority, limited in its jurisdiction to transmission rather than reception operations, has tightened up requirements with a view to more efficient operation.

During the pre-Commission period, the main technical advancements related to the advent of the piezo-electric crystal control whereby the operating frequency of stations could be retained well within 50 cycles of the assignment. The power of broadcast transmitters was developed to 50,000 watts even then, for in 1925 certain stations began operating with that output. Modulation capabilities of transmitters was gradually increased from about 30 to 40% to which the early models were limited, up to the full technical limitations.

Three Basic Classes

Under the General Order 40, three classes of stations—locals to serve small centers of population, regionals to serve larger centers and contiguous areas, and clears to serve large centers of population and vast rural areas—were established. Though that order became effective 11 years ago, these principles have been maintained.

It must be recognized, however, that the increase in the number of both local and regional stations has resulted in a trend toward a reduction in the nighttime service area of established stations. To be sure, the purpose of the stations has best been served in that on any given channel far more urban listeners have been given a primary service. However, at night the rural service of both regional and local stations has been curtailed in favor of the additional urban service.

The mission of the clear channel is to serve rural areas, and this has been maintained. No technical development yet has been conceived that will enable any substantially complete service to rural areas other than by means of high power using clear channels at night.

ANDREW D. RING

Antenna efficiency has been materially increased over the years. At first inverted "L" and "T" type antennas were in common use. Often the height was a fraction of a wavelength, whereas in today's modern design the vertical type is used almost exclusively. The advent of directive antennas has permitted a far better use of regional channels for serving more urban areas without materially reducing the service area of other stations already on the same channel. The principle of the use of directive antennas to reduce interference and to improve the service over a given area has been extended even into the clear channel field. There are now several clear channels in which the dominant stations make use of such antennas for the improvement of service, and secondary stations are able likewise to operate on the channel without a material reduction in the rural service of stations and at the same time permit further urban service.

In recent years the introduction and use of modulation limiters has enabled an increase in average percentage of modulation and a resultant improvement of signal. Considering these technical advantages from the viewpoint of the listener, conclusions may be drawn that the promulgation of regulations in June 1933, requiring all stations to operate within 50 cycles of the assigned frequency, has resulted in increases in service areas of duplicated stations equivalent to some 25 times the power increase of any individual stations, other things remaining constant.

The increase in the percentage of modulation has resulted in improvement in the signal level over noise equivalent to an increase in power of some 10 to 15 times. Improvement in antenna efficiency has resulted in increase in power from two to ten times. The straight vertical antenna concentrates the field in the horizontal plane that is especially suited for broadcast service. All these gains would not be equivalent at any one location nor are they cumulative with respect to the listeners.

One of the most worthwhile gradual improvements to which no definite date can be assigned is in the fidelity of transmission. There are no standards or units by which the improvement in fidelity can be measured directly. Fidelity is measured by two factors: (1) Frequency characteristics, and (2) amplitude distortion or harmonic production.

During the early period of development, great effort was made to obtain a flat frequency characteristic, that is, transmitting all the notes of a musical instrument from lowest to highest without discrimination due to difference in frequency. However, it was learned that this by no means produced a high degree of fidelity of transmission and reception. Of more importance was an absence of distortion in the form of amplitude distortion which is measured in generation of harmonics of the original audio carrier. At the present time, by means of the various techniques and especially feedback, the amplitude distortion has been reduced to a very low degree.

Greatest Need in Reception

The greatest need for improvement today is in reception facilities. As a matter of fact, in numerous instances, the performance of moderate to low-priced receiving sets is considered superior in fidelity of reproduction to some of the more expensive units, particularly because in the latter an effort has been made to extend the lower and upper frequency range and due to the distortion present in the instrument the result is not always pleasing to the listener.

It has sometimes been said that

(*Continued on page 196*)

ASCAP Is Named In Conspiracy Suit

NBC and CBS Also Named; Hearing Set for July 12

CONSPIRACY charges against ASCAP, and also naming NBC and CBS, were filed in the Missoula County, Montana State Court June 21 by County Attorney Edward Dussult. The day previous, it was reported, the court issued an order restraining ASCAP from collecting royalties on performance of music by the stations pending adjudication of the action, on behalf of broadcasters in the state. A hearing on the plea making the injunction permanent was scheduled for July 12 in Missoula, at which, it was assumed, both ASCAP and NBC and CBS would be present.

The action filed by County Attorney Dussult and his assistant, Randolph Jacobs, charged ASCAP with monopoly, suppression of creative genius and "extortion" in violation of the State constitution and criminal laws. It was pointed out that certain of the charges were felonies under the State laws punishable by imprisonment.

Advices from Missoula stated that under the three actions filed by the State counsel, individuals against whom charges were made included officers of ASCAP, Gene Buck, Claude Mills, John Paine, and Louis Frolich; officers of NBC including President Lenox R. Lohr, Executive Vice-President Niles Trammell, Vice-President and General Counsel A. L. Ashby, and Program Vice-President John Royal; and officers of CBS including William S. Paley, president; Edward Klauber, first vice-president, and Isaac D. Levy, director and part owner of WCAU, Philadelphia.

A threat of prosecution against the major networks for allegedly giving "aid and comfort" to ASCAP was made recently by B. Gray Warner, Prosecuting Attorney in Seattle.

Radio Leads All Media, Standard Statistics Says

RADIO has again made the best showing among major advertising media this year and "continuing good year-to-year gains in radio time sales are in prospect during the next several months," Standard Statistics Co. reports in its June 23 survey of advertising, printing and publishing.

Looking ahead, however, the report predicts that future gains of radio at the expense of other media will be less pronounced stating:

"The proven effect of radio advertising has led to increasing interest on the part of manufacturers and distributors of nationally-used products and has led to a rapid expansion of broadcasting facilities. However, with the nation now widely covered by broadcasting stations, it is indicated that the saturation point has nearly been reached with regard to extension of facilities. Since practically all of the more profitable hours are now booked, it is probable that an era of comparative stability of earnings is in prospect for broadcasting companies at least until the perfection of commercial television. The possibility of more stringent Government regulation is an intangible but important factor in the outlook."

X-APPEAL is how one New York newspaper described the combination of beauty, charm, voice, grace and "umph" which on June 17 won for Carol Smith, 21-year-old brunette, the title of Television's First Beauty Queen in a New York World's Fair contest. She was selected out of 30 finalists who paraded before the Iconoscope and were judged by a distinguished group of artists and writers. She is here shown receiving a televisor, gift of NBC, and a symbol of the Fair from Thomas J. Donovan, administrative assistant to Grover Whalen, Fair president.

House Votes $1,838,175 Fund To FCC for Next Fiscal Year

Little Opposition Heard Except on Censorship Angle and Measure Is Sent to the Senate

By WALTER BROWN

WITH little debate and no opposition, the House June 23 passed a deficiency bill carrving an appropriation of $1,838,175 for the FCC during the fiscal year beginning July 1.

The measure was immediately sent to the Senate where the deficiencies subcommittee reported it without change or hearing on June 26, paving the way for Senate passage. Thus there was no danger of the FCC being without funds when the new fiscal year begins.

The new appropriation is $200,000 less than the budget estimate but $93,175 more than the FCC had for operating expenses during the current fiscal year. In reporting the bill to the House, the Appropriations Committee said it did not approve any special items for increase but in appropriating the increased sum for the FCC had "in mind the very important phase of its work developing around the engineering, legal and accounting sections of its functions."

Censorship Vote

In appearing before the committee June 19, Acting Chairman Thad Brown and key officials of the FCC sought to justify the budget estimate of $2,000,000. They testified as to the need of 28 new employes in the secretary's office, 10 additional lawyers, three additional engineers and seven clerks in the field, and 10 new accounting employes, nine to be assigned to the field.

The FCC item in the deficiency bill provided $1,800,000 for the regular work of the Commission, $13,175 for a special study of radio requirements necessary for ships navigating the Great Lakes and Inland Waterways and $25,000 for printing and binding.

The only vote during the consideration of the FCC appropriation came on an amendment offered by Rep. Dirksen (R-Ill.) prohibiting the use of any of the money for effectuating or enforcing the recent rules governing international shortwave broadcasting. Mr. Dirksen quoted from the regulations which he said amounted to censorship and which, if allowed to stand, could easily be translated to all broadcasting. Mr. Dirksen referred to the bills pending in Congress to set up Government-owned stations which he said would broadcast programs not only to South America but to all parts of the United States. If these were built he said the government could "clamp on censorship and this could be transmitted to other broadcasting stations."

Shortwave Rule Debated

Referring to the action of the FCC on international shortwave rules [see page 28], he said. "The FCC pulled in its neck and decided a hearing would be held. But the regulation may still stand after the hearing and for this reason I feel my amendment should be adopted. The FCC ought not to be sticking their noses into that kind of business."

Rep. Dirksen said he and Rep. Wigglesworth (R-Mass.) "took the Commission over the coals" at the Committee hearing last January, and said as a result no appropriation was provided in the independent offices supply bill.

The Committee had explained in its report that the reason the FCC item had not been included was because of the Administration's proposal for abolishment of the present Commission and the setting up of a new three-man Commission.

Rep. Woodrum (D-Va.), who

(*Continued on page 198*)

New Bill Lightens Tax on Cosmetics

ADVERTISING appropriations of cosmetic companies may be increased as much as $5,000,000 by virtue of amendments in the new tax bill which passed both Houses of Congress the week of June 19 permitting companies to deduct advertising and selling costs from the price of cosmetics on which Federal taxes are paid. It was estimated unofficially that the effect of the amendment might reduce Federal tax payments from these companies by 50% or about $5,000,000.

The tax bill did not provide for a complete elimination of the excise tax on cosmetics but contained the provisions providing some measure of relief to cosmetic manufacturers.

Noxzema Plans

Prior to the enactment of the amendment to the cosmetic tax law, Noxzema Chemical Co., New York, had announced it would curtail its advertising expenditures due to the cosmetic tax. First the company had announced that it would discontinue its sponsorship of the weekly *Professor Quiz* program on CBS. Afterward, it decided that instead of closing the present series June 24, starting July 1 it would be heard only on six of the former network of 40 stations (WABC, WBBM, WJR, WCCO, KMBC and KMOX).

In the light of the liberalized law, there was the possibility it would continue the larger network. The program time for the curtailed schedule was announced as Saturdays, 8:30-9 p. m., with talent remaining the same. Ruthrauff & Ryan, New York, handles the account.

NAB-ASCAP Will Hold Pre-Convention Meeting

A FINAL pre-convention meeting of the NAB-ASCAP negotiating committee, to discuss projected new performing rights contracts for the broadcasting industry, will be held in New York July 6 when a proposed understanding will be sought. At a meeting June 26 it was decided to have the further session prior to the NAB Convention in Atlantic City July 10-13, at which copyright will be a salient topic.

Attending the conferences for the NAB on June 15 and June 26 were Neville Miller, NAB president; Lenox R. Lohr, NBC president; Edward Klauber, CBS first vice-president; John Elmer, WCBM, Baltimore; Samuel R. Rosenbaum, WFIL, Philadelphia. Representing ASCAP were Gene Buck, president; John G. Payne, general manager; Louis Frolich, general counsel.

THE FCC on June 20 granted special temporary authority from July 1 to Dec. 1 to Leland Perry to operate KSUB, Cedar City, Utah, following the death of his partner, Harold Johnson, local dry goods merchant, co-licensee of the station.

OVERLAND TOURS, New York (bus), plans early use of radio, probably announcements. Advertising Trade Service, New York, is agency.

Hearing on 'Cultural' Ruling Will Be Postponed by FCC

NAB Will Be Denied Extension of Hearing Scope; Retains Swager Sherley as Special Counsel

STILL SHOWING signs of temper over the controversy kicked up by its international broadcast order, with its program censorship implications [BROADCASTING, June 1, 15], the FCC has decided to postpone the hearing it previously had authorized on the provocative rule from July 12 to a new date but proposes to deny in other respects a petition filed by the NAB for suspension of the regulations and enlargement of the hearing order. The new date may be July 14, the day after the closing of the NAB convention in Atlantic City. However, the NAB is pressing for July 26, because of convention complications.

Mr. Sherley

Because of the importance of the censorship issue, the NAB retained Swager Sherley, distinguished Washington attorney who as a former Congressman from Kentucky was chairman of the House Appropriations Committee, as special counsel. In a petition filed with the FCC June 23, Mr. Sherley asked that the Commission enlarge its order for the hearing to include not only the specific paragraph which carried the "cultural" requirement, and which specified that only such programs which will promote international goodwill, understanding and cooperation be carried, but all rules pertaining to international stations. The petition also asked the Commission to suspend the rules and postpone the hearing date.

Limited to Paragraph

Under the FCC plan, the hearing would be confined to the specific paragraph dealing with "cultural" and "goodwill" programs. Later, presumably, it will set a hearing in September on the general international rules. There was no disposition to comply with the request of the NAB that the rules be suspended in the interim.

In informed circles, it was considered likely the FCC would modify the language of the questioned paragraph to eliminate the censorship implication. Moreover, it was expected this would be done rather promptly since the FCC had planned to recess July 15 when several of its members contemplate vacations.

Editorial criticism lodged against the FCC on the international broadcast rule was among the most violent since the advent of radio. It was viewed generally by the press as censorship at its worst, and many writers pointed out that if the Government could prescribe the type of programs to be broadcast over international stations it might well order similar restrictions on domestic programs. Moreover, the view was expressed that should radio capitulate to Government censorship the press would be next in line.

The decision to petition the FCC came followed a meeting in New York June 21 attended by licensees of the international broadcast stations on call of NAB President Neville Miller. It was agreed that the NAB should file an appearance for the July 12 hearing, and ask for the postponement and the additional relief. Each international station licensee, however, would make its own individual appearance and present its own case while the NAB presents the issue from an industry standpoint.

Severe Limitations

Several of the licensees opposed not only the censorship aspect but also the severe limitations placed on commercialization of the international broadcast operations under the rules. In some quarters it was felt the licensees could not live under such commercial regulations and that they should be made workable or else eliminated entirely, leaving the shortwaves in the experimental category. Moreover, it was held that little business would be forthcoming from that type of operation.

Feeling was high on both sides because of the apparent "snub" of the NAB by the FCC in setting the hearing on the rules. In doing so, it acted on a petition filed by the American Civil Liberties Union, rather than on the strongly worded letter from President Miller protesting the rule and seeking relief. The fact that the hearing was originally set for July 12, in the midst of the NAB Convention, was regarded as only accidental and with no other intent.

The Commission requested all interested parties to file notice of appearance by July 5. The new rules for the 14 international stations were issued May 23 and have been effective since that time. It was pointed out that while licensees may be violating the letter of these rules, there was no intention of taking punitive action.

Open Hearing Desired

In announcing the hearing, the FCC said that an open hearing was desirable, "particularly in view of the fact that the application of the rules has been misunderstood in some quarters." In this connection, it was pointed out that the quarrel was not with the "application" of the rules but with the actual language which has been construed as imposing a flat censorship edict.

In addition to the continued editorial criticism of the FCC action, there were outbursts in Congress. On June 23, when the House passed a bill authorizing the $1,800,000 appropriation for the FCC for the 1939-1940 fiscal year which begins July 1, Rep. Dirksen (R-Ill.) proposed that a rider be attached to the measure which would prevent the Commission from using any of the funds to enforce the rules. This was voted down.

Rep. Celler (D-N.Y.) on June 15 wrote Chairman McNinch protesting the rule, declaring he did not think the Commission was on firm ground. Rep. Connery (D-Mass.), vigorous advocate of an investigation of the FCC and of radio, on June 19 wrote Chairman Woodrum of the House Appropriations Committee, attacking generally Chairman McNinch's administration of the Commission and urging the FCC to provide funds for the Commission only to carry it to March 1, 1940. He also criticised the "censorship power assumed by Chairman McNinch and his associates."

Attending the June 21 meeting of international stations in New York were Frank Mason, Frank Russell and P. J. Hennessey Jr., NBC; Dr. C. B. Jolliffe, RCA; Harry Butcher, Frederic Willis, Paul Porter and A. B. Chamberlain, CBS; Dr. Leon Levy, WCAU; Walter Evans and J. B. Rock, Westinghouse; Jack Poppele, WOR; Joseph Reis, WLW. NAB representatives, in addition to President Miller, were Edwin M. Spence, Andrew Bennett and Ed Kirby. It was agreed at this meeting to make a comprehensive survey of the work of the operations of international stations, including program, technical and other data.

The Civil Liberties petition was filed by Roger N. Baldwin, executive head, and by Frederick A. Ballard and H. Thomas Austern, Washington attorneys. Mr. Austern, a former secretary to Supreme Court Justice Louis D. Brandeis, is expected to argue the Union case.

How To Get Ideas

WAPI, Birmingham, recently started what may develop into a program idea department when it inaugurated a monthly stag dinner for announcers. Membership dues are two new program ideas each week.

Drawn for BROADCASTING by Sid Hix

"Don't Unpack, Chief! There's Another FCC Inquiry Starting Tomorrow!"

Example of Radio Cited To Southern Publishers

HOLDING that newspapers are too "complacent" in their selling methods and need a basic selling structure for national accounts, J. I. Meyerson, advertising and promotion director of the Oklahoma Publishing Co., paid tribute to the enterprise of the broadcasting industry in an address June 17 before the Southern Newspaper Publishers Association at Old Point Comfort, Va.

Mr. Meyerson

Advocating a basic selling structure for national accounts, the executive of the *Oklahoman* and *Times* and of its three radio stations—WKY, Oklahoma City; KLZ, Denver; KVOR, Colorado Springs—contrasted the closely knit organization of broadcasting stations, made possible largely through their association in three major networks, with the lack of organization and sales planning of newspapers which are not similarly associated. Mr. Meyerson urged the publishers to cease criticism of other forms of advertising and to correct certain practices in their own house.

Mr. Meyerson discussed an analysis of the 100 largest advertising accounts in the country which, he said, showed that little uniformity prevailed in placing of advertisements in newspapers, in the length of frequency of schedules or in the geographical distribution.

SERVICE to South America, Asia and the Antipodes from General Electric's West Coast shortwave station W6XBE, located at the Golden Gate International Exposition, San Francisco, was practically doubled June 25 when the daily 6½-hour schedule was increased to 12¾ hours. The company's shortwave station W2XAF, Schenectady, also has added 10 hours to its weekly schedule of programs for the Spanish-speaking listeners in Central America and the western half of South America.

West Coast Setup Is Shifted by CBS

Kemp Becomes Sales Manager, Vanda Program Director

TWO PROMOTIONS to newly-created posts in CBS Western division operations have been announced by Donald W. Thornburgh, vice-president in charge of Pacific Coast headquarters in New York, to become effective July 3. Arthur J. Kemp, continuing his headquarters in San Francisco, assumes the title of Pacific Coast sales manager. Charles Vanda becomes CBS Western program director in a new segregation of Hollywood activities, and his former title of CBS Pacific Network program director is given to Russ Johnston, for the last two years continuity director.

Mr. Kemp

Mr. Kemp has been for the last eight months CBS Pacific Network sales manager and prior to that was representative of Radio Sales Inc. on the West Coast. Before joining CBS he was sales manager of KHJ, Los Angeles, when it was affiliated with CBS, then with KFRC, San Francisco, in a similar capacity, and afterwards sales promotion manager of KNX, before the station was acquired by CBS. He later joined the New York staff of Radio Sales Inc., and was transferred to San Francisco in early 1938.

Mr. Johnston

Mr. Vanda

In his new post he has charge not only of local sales but also of regional and network sales, with Harry Witt, KNX sales manager, and Harry Jackson, head of the San Francisco sales division, reporting to him.

Moskovic Not Affected

His elevation does not affect the duties of George L. Moskovics, who continues as sales promotion manager of the CBS Pacific Network and Radio Sales representative for the Eastern CBS owned and operated stations. Moskovics is headquartered in Hollywood.

Mr. Vanda was appointed to the newly-created post in a segregation of activity in Hollywood. His new duties include servicing of all transcontinental programs originating from Hollywood; planning and supervising of a greatly increased number of network sustaining shows to originate from the West Coast, and the auditioning of many new programs to be offered for commercial sponsorship. His new duties will obviate the need of sending New York producers to Hollywood to supervise network productions.

Russ Johnston, who takes over the post formerly held by Vanda, prior to joining CBS was writer-producer on the Los Angeles staff of Neisser-Meyerhoff. Paul Pierce, on the CBS Hollywood continuity staff for more than two years, becomes Pacific Coast continuity director, taking over Johnston's former duties.

Splitting of the program department was authorized by W. B. Lewis, CBS vice-president in charge of broadcasts, following recent conferences in Hollywood with Mr. Thornburgh. Vanda has been on leave-of-absence from the network for several months to produce the weekly CBS *Gateway to Hollywood* series sponsored by William Wrigley Jr. Co. John M. Dolph, who has been filling in the program position temporarily during Vanda's absence, returns to his former post as assistant to Mr. Thornburgh.

L. B. Wilson Objects to New NBC Pact Making WCKY a 'Partial Blue' Outlet

DESCRIBING the new NBC affiliation arrangement in Cincinnati as a "proposed raw deal", L. B. Wilson, president of WCKY, announced June 26 that he had retained former Commissioner E. O. Sykes as counsel to resist in every way possible the arrangement under which WLW becomes NBC's basic Red outlet under a five-year contract.

Mr. Wilson held that the arrangement actually meant that he would become a "partial Blue" outlet rather than what NBC described as basic Blue, and that the network proposed to reduce his status on the eve of the dedication of his new 50,000-watt transmitter. The arrangement, he contended, "seeks to destroy WCKY's property and ability to render public service."

Announcement was made in New York that the new contract between NBC and WLW, which for the first time reserves a definite number of station hours for network use, was signed in Cincinnati by NBC President Lenox R. Lohr and Crosley Vice-President James D. Shouse. To become effective immediately, the arrangement extends NBC affiliations of WLW and its sister regional, WSAI, for five years. It also changes the network's affiliation setup in Cincinnati by making these stations the exclusive outlets for Red network programs, with WCKY described as the Blue outlet. Formerly, all three stations were available to advertisers as optional Red or Blue outlets.

Selection of Outlets

It was explained at NBC that while NBC advertisers will be given the Cincinnati outlets of whichever network they use, Blue advertisers whose programs are now broadcast by WLW may continue on that basis as long as their schedules run without interruption. Red network clients whose programs now are carried by WCKY will continue on that basis until the expiration of present contracts, it was explained by William S. Hedges, NBC vice-president in charge of the network's stations department. These restrictions, Mr. Hedges said, pertain only to network-optioned time, with network advertisers free to use any NBC outlet available during station time.

It was largely this phase of the arrangement which Mr. Wilson protested so vigorously. He held that WLW has had no contract with NBC for Cincinnati clearance in 10 years and that his station was the only one which guaranteed time clearance. "After 10 years, and 10 days before WCKY goes to 50,000 watts," Mr. Wilson declared, "WLW runs to NBC and signs a contract."

Mr. Hedges said the agreement with WLW is to set aside five hours of daytime and three-and-one-half hours of evening time for network use. He said that while this has been put in writing for the first time, it is in reality "merely a formal recognition of a practice that has been carried on for several years."

Arrangements of the Crosley stations with MBS, it was indicated, might be altered by virtue of the new NBC contract. Because of this development, Fred Weber, general manager of MBS, was in Washington June 23 to confer with Mr. Wilson regarding a possible supplementary affiliation with his station.

After conferring with Judge Sykes, who is now a member of the law firm of Stephens, Spearman, Sykes & Roberson, Mr. Wilson said that he was preparing a statement in detail of the situation for the past 10 years "telling why and how WCKY got into the broadcasting business and giving personal statements of confidential conferences held during that time with networks and Crosley." He said a copy of this, when ready, would be sent to highest Government officials, including the President and Cabinet, members of Congress, and other agencies.

Immediately after being advised of the arrangement, Mr. Wilson wired Mr. Hedges that the proposed change in contract was rejected and that if this was NBC's decision he would have to appeal to the FCC and other Governmental agencies. He made mention of the rate of $1,080 per hour on WLW and said the contract was designed to "fix and control" the rates of Cincinnati outlets. Mr. Wilson contended that his present contract with NBC, under which he is an optional Red and Blue outlet, still has one year to run. He added that Messrs. Lohr and Hedges sought to have him sign the contract earlier this month in Cincinnati and that he refused.

There was the possibility that the FCC may be petitioned to reopen the network-monopoly inquiry, which ran for a six-month period, in the light of these developments. This move, it is understood, was under consideration by MBS, since it harbors the view that the new arrangement may tend to "freeze" it out of the Cincinnati market.

STRIKINGLY MODERN was this booth at the AFA convention designed by Viktor Harasty under the direction of Joseph Creamer, WOR promotion director. The booth measured 8 x 8 feet and was decorated in two pastel tints and equipped with two interchanging illustrative machines, each carrying three messages describing the station's sales, entertainment and public service story.

New KYW Sales Chief

GRIFFITH B. THOMPSON, sales manager of Associated Recording Program Service, New York, and formerly with the Boston and New York staffs of NBC, has been appointed sales manager of KYW, Philadelphia, succeeding John S. K. Hamman, resigned. Leslie Joy, KYW manager, in announcing the appointment, stated that Mr. Thompson will assume his new duties July 1. Mr. Thompson first joined NBC in 1935 and was assigned to WBZ, Boston, as sales manager. A year later he was assigned to the network division in New York. In 1938 he resigned to join Bermingham, Castleman & Pierce, New York agency, which he left to enter the transcription field.

SPARKLETS Corp., New York (syphons and bulbs), on July 1 starts daily spot announcements on WMAQ, Chicago, for eight weeks. Atherton & Currier, New York, is agency.

Radio Code on Griddle at AFA Session

Proposed Ethical Pact Approved In General

By BRUCE ROBERTSON

THE PROPOSED code and standards of practice for the broadcasting industry which will be considered by the NAB at its forthcoming convention got its first public airing June 20, at the meeting of the NAB Sales Managers Division held in conjunction with the 35th annual convention of the Advertising Federation of America at the Waldorf-Astoria, New York, June 18-22.

Reception of the code [printed in full in BROADCASTING, June 15] by the 50-odd broadcasters, advertiser and agency radio executives and station representatives attending the all-day session, who almost unanimously approved of the code as a whole but who avidly debated various provisions, afforded a good preview of what will probably take place in Atlantic City next month.

Explained by Miller

Craig Lawrence, commercial manager of the Iowa Broadcasting System and head of the Sales Managers' Division, presided over the meeting, during which Frank Mason, NBC vice-president, gave a brief but vivid picture of international broadcasting and Curtis Mitchell, editor of *Radio Guide*, discussed the "Sacred Cows of Broadcasting". Newbold Morris, president of the New York City Council, spoke briefly at the luncheon session, substituting for Mayor La Guardia who had been unexpectedly called to Washington. But the main business of the day was the discussion of the industry code, which took up so much time that the planned panel discussion on "How to Sell More Radio Advertising" had to be dropped entirely from the schedule.

The code was introduced by Neville Miller, NAB president, who explained that the problem was to write a statement of policy and practice that would be sensible, one that the advertisers and broadcasters can both live under and yet one that corrects and prevents undesirable practices.

Editorial Policy

Avoiding the extremes of producing a code so strict it could not be abided by or so lax it would not produce any improvements, had been a severe struggle for the code committee, he said, adding that while on the whole they were reasonably satisfied with the result it was only tentative and they would welcome any suggestions from any interested party.

This was echoed by Edward M. Kirby, public relations director of the NAB, who while reading the code not only invited public discussion at the time but urged those who disagreed with any of the document's provisions or who had suggestions to write to the committee before its final pre-convention session July 8.

AT LUNCHEON MEETING of NAB Sales Managers Session of the AFA convention in New York are (seated, l to r) Fred Brokaw, Paul H. Raymer Co.; Linnea Nelson, J. Walter Thompson Co., New York; LeMoine C. Wheeler, WHEC, Rochester; Phil Hoffman, WSYR, Syracuse; Humboldt J. Grieg, McClatchy Broadcasting Co.; Tyler Davis, Kenyon & Eckhardt, New York; Claire Harrison, KWK, St. Louis, and Paul Tiemer, Paul H. Raymer Co. Standing (l to r) are C. E. Midgeley, Jr., BBDO, New York; R. A. McNell, Blackett-Sample-Hummert, New York; Elizabeth Black, Joseph Katz Co., New York; William F. Malo, WDRC, Hartford; Paul H. Raymer, Paul Raymer Co.; Mrs. Melville Gordon, Gardner Adv. Agency, St. Louis.

First debate arose over the question of a broadcaster's right to an editorial policy, Humboldt Greig, eastern representative of McClatchy Broadcasting System, holding that the code's wording denied a broadcaster the right of editorial supervision and in effect the right of free speech. In answer, Mr. Mason pointed out the danger involved in a station taking a stand on a political issue.

"In a city with only one station," he said, "that station could dominate public opinion. Or the NAB might hold a caucus and agree to sell the country on one point of view." The consensus seemed to favor the code's provision that "the primary service which a broadcasting station can render in the news field is to inform the public as to what is happening . . . rather than to express either its own approval or disapproval."

Commercials on Newscasts

Ruling that commercials on news broadcasts must be clearly identified as such and not masked as straight news was criticized as penalizing this type of program for doing what is held to be desirable on a musical broadcast in making the commercial as palatable as possible. Beth Black, of Joseph Katz Co., questioned the clause requiring the sponsor of a commentator who might favor one side of a controversial question to provide the other side with a chance to reply during his time, pointing out that a strict interpretation might require the turning over of an entire network to answer a local objection. Mr. Kirby replied that all provisions of the code were subject to reasonable interpretation and that every precaution would be taken to prevent it from operating to the disadvantage of either an advertiser or a broadcaster.

The section on children's programs also evoked considerable discussion. How an advertiser could make an offer that would create desire on the part of his young listeners without encouraging them "to enter strange places for the purpose of collecting wrappers, box-tops" etc., no one was willing to answer, although there was general agreement with the principle that children should not be led into danger by radio offers.

Length of Commercials

The need for clearer definitions in a number of provisions was shown in the discussions of the classes of non-acceptable accounts and several of these clauses will probably be revised before the code is submitted to the convention next month. In his presentation Mr. Kirby frequently repeated that the code is only tentative at present and that these criticisms were welcomed in laying it open for discussion at that time.

Curiously enough, the arbitrary limits as to length of time allowed for commercial copy, subject of some of the bitterest debates among committee members, caused little discussion during the Sales Managers sessions. Asked whether it would apply to "rib" commercials, Mr. Kirby replied that its aim was to make commercials more acceptable to the listening public and that it would be liberally interpreted so as not to penalize informal sales messages by holding them to strict time limitations. Station breaks were not mentioned, he said, because there was no agreement among the committee members concerning them.

Other debated points included the ban on dramatizations of political issues as placing the campaign on an emotional plane, some broadcasters contending that dramas were no more dangerous than speakers and that they were much better than speakers as programs; the prohibition of discussing strikes on the air; testimonial copy read by announcers, and the judgment of misleading statements in advertising copy. Regarding the suspension and expulsion from NAB membership as the chief means of enforcing the code, Harry Trenner, commercial manager of WNBF, Binghamton, suggested the separate incorporation of the grievance committee, to prevent suits that might conceivably result in heavy damages against the NAB.

Building Shortwave Audiences

Describing the shortwave broadcasting of American stations as compared to that of foreign broadcasters, Mr. Mason stressed the fact that NBC, for example, has built large audiences in South America by following a regular schedule of programs in Spanish and Portuguese which are broadcast at the same time every day so that the South American listener knows when to expect them. Each period, he said, is restricted to a single language, with the announcers carefully chosen for their ability to speak that language so well that they could spend a week out camping with a party of natives of that country and not be detected as a foreigner. Special programs devoted to aviation, photography, Hollywood news and the like have helped to develop regular listeners abroad, he stated.

The same policy is followed by NBC in shortwaving programs to Europe, Mr. Mason said. European broadcasters, on the other hand, frequently mix two or three languages in a single period, switching from one to the other in a manner that is quite annoying to any listener not familiar with all the languages. The more casual European scheduling, with programs frequently starting several minutes after the scheduled time, loses them many listeners, he said.

Mr. Mason stated that no one knows much about the commercial possibilities of shortwave broadcasting or how to go about selling it. "We don't know," he said, "to what extent advertisers would use international stations in place of local stations in foreign countries? We don't know how aggressively

(*Continued on page 186*)

MORE AFA-NAB conventioneers at luncheon meeting are (l to r) Frank Braucher, WOR, Newark; Theodore Streibert, WOR; Robert J. Smith, WOR; Saul Flaum, *Radio Guide*; S. R. Elman, WATR, Waterbury, Conn.; Karl Koerper, KMBC, Kansas City; Russel Woodward, Free & Peters; Charles Caley, WMBD, Peoria.

Big Overhead Cuts Net to $18,854,784

Industry Income Shown By FCC as 17% Below Figure for 1937

INCREASED operating overhead during 1938 was largely responsible for a 17% loss in net revenue for the broadcasting industry for 1938 as compared with the preceding year, according to tabulations released June 26 by the FCC which show that 660 stations, including the three major networks, had a net broadcast income in 1938 of $18,854,784. This figure compared to $22,566,595 for 629 stations during the 1937 calendar year.

Based on the extensive and controversial questionnaires sent stations covering their 1938 operations, the FCC analysis revealed that total revenues of networks and stations for 1938 aggregated $111,358,378 as against $114,222,906 for the 629 stations and the networks in 1937. Total broadcast expenses for 1938 were given as $92,503,594 as against $91,656,311 for the preceding year.

Small Station Losses

In analyzing the data, the FCC said that of the aggregate number of stations, 240 outlets did not receive enough revenue to pay their actual expenses including depreciation. These stations showed losses aggregating $2,223,195. The 419 stations reporting profits showed broadcast income of $16,728,533.

As a group, said the Commission, the 175 stations with revenues of less than $25,000 showed a loss since their aggregate revenues were $2,520,026 and their aggregate expenses $2,872,729.

In another tabulation covering network stations, including the 23 managed and operated stations of NBC and CBS, the tables showed that 350 basic, regional or special network outlets had a broadcast income of $14,654,445 as a group. Of these, 78 stations described as on basic networks, had income of $9,432,812 while another 126 stations listed as regional groups by the networks, realized an income of $3,852,746.

As against these figures, the complete summary of returns disclosed that all 660 stations had a broadcast income of $14,505,338—approximately $150,000 less than the income shown for the 350 network affiliated stations. Thus, it was deduced, stations affiliated with the major networks and to a lesser extent with regional networks, are preponderantly the best earners.

Dividends Shown

For the first time the FCC released a figure showing the dividends declared by stations and networks, including withdrawals of partners and proprietors. During 1938 this figure aggregated $22,976,676.

In its general breakdown, the FCC figures showed that 20 stations affiliated with regional networks only had a deficit of $112,424 while 152 stations with net sales of $25,000 or more not affiliated with networks had a broadcast income of $210,477. A group of 290 stations with net time sales of $25,000 or more, but not affiliated with networks, showed a deficit of $36,683.

Earned Surplus

In a condensed balance sheet of the major networks at the close of 1938, the FCC showed an earned surplus of $15,739,109. The aggregate investment by the present owners of the networks was given as $22,116,096 before depreciation. The investments, minus depreciation in broadcast items, totaled $13,411,102 broken down between plants in service, divided between network service, M & O key stations and M & O non-key stations.

A condensed balance sheet covering the three major networks and revenues of 660 standard broadcast stations including "one major network not the licensee of any such station" showed total assets of $1,068,339,901. This figure was represented as including investments in assets other than broadcasting plant for large licensee companies which do not operate their broadcast stations as separate corporate entities.

Total assets of such large corporations as Westinghouse and General Electric, it was stated, might figure into such a compilation. Total current assets of these 660 stations and three networks were given as $408,133,556. The investment in broadcast assets was quoted at $72,961,659, with depreciation of $26,183,672 on a present amortized investment of $46,777,987. Investment in assets other than broadcast plant, after depreciation and authorization, was given for this entire group as $561,274,054. Other asset items were computed at $52,154,304.

On the Liability Side

On the liability side, the balance sheet showed a net worth of $821,536,191 for the 660 standard broadcast stations and the three major networks, plus parent company items.

Included in the amount of $46,777,987 shown as the net amount of broadcast assets was an item of $11,526,179 charged to "good will". Another item of $714,326 was listed as "excess of purchase price of broadcast plant over its net book value in the hands of the vendors."

High-Power Stations

In a general breakdown of 1938 revenues according to classification of station, the FCC figures reveal that 31 stations with power of "50,000 watts or more" operating unlimited time, had more than half of the aggregate broadcast income reported for the 660 stations. These figures showed that the 31 stations had time revenues of $23,323,916 for the year and expenses of $13,980,511. The net broadcast revenues totaled $9,343,405 and with deductions from net broadcast revenues of $1,700,960, which included depreciation, amortization, plant losses, taxes, uncollectable revenue and rents, all of which are assignable to broadcast service, the 31 stations had a broadcast income

(*Continued on page 191*)

1938 COMBINED INCOME STATEMENT OF U. S. BROADCASTERS

(FCC Report Covering Three Major Networks and 660 Standard Broadcast Stations)

Particulars		Amount
(*a*) Revenues:		
1. Network portion of network time sales		$35,455,510
2. Time sales by stations	$82,669,401	
Less: payments to other stations	745,452	81,923,949
3. Total time sales by networks and stations		117,379,459
4. Deduct: Commission to agencies, representatives, and brokers		16,487,200
5. Net revenue from sale of time		100,892,259
6. Sale and placing of talent		6,081,344
7. Recoveries by networks from others on communication line charges		1,085,469
8. Miscellaneous sales and revenue services		3,278,836
9. Sustaining programs		20,470
10. Total revenues of networks and stations		111,358,378
(*b*) Expenses:		
1. Technical expenses		13,048,588
2. Program, talent, and communication line expense (including sustaining programs purchased, royalties, and similar items)		38,196,994
3. Advertising, promotional, and selling expenses		9,963,136
4. General and administrative expenses		15,088,718
5. Other direct broadcast expenses		5,209,099
6. Indirect broadcast expenses (depreciation, amortization, taxes, uncollectible revenue, and rents)		10,997,059
7. Total broadcast expenses		92,503,594
(*c*) Broadcast income ((*a*) minus (*b*))		18,854,784
(*d*) 1. Income from broadcast assets leased to others		277,155
2. Total income from others who use licensee stations for their own time sales		928,218
(*e*) Income from general services to licensees		92,958
(*f*) Total income derived from activities related to broadcasting		20,153,115
(*g*) Income from business or activities other than broadcasting		53,672,999
(*h*) Extraordinary income amounts for the year (net debits)		(79,035)
(*i*) Total income from all sources reported		73,747,079
(*j*) Contractual payments to others from income	$214,228	
(*k*) State and Federal taxes on net income	11,522,636	11,736,864
(*l*) Net income from all sources for the year after taxes		62,010,215

Dividends declared (and withdrawals by partners and proprietors) during the year were reported by licensees in the amount of $22,976,676.

Broadcasters, Highest of Wage Payers, Increase Average Pay to $45.20 a Week

RADIO broadcasting in 1938 enhanced its position as the best wage-paying industry with its average weekly wage of $45.20 to 18,359 employes, according to new Federal statistics.

Not only has the industry increased average weekly pay by 8 cents over the 1937 figure of $45.12, but it also has enlarged its regular personnel by approximately 1,300 over the total of 17,085 in 1937. This analysis was made public June 26 by the FCC based on questionnaires received from 660 broadcast stations and the major networks as part of its survey of business operations of the industry.

The total employment of 658 stations and the networks in 1938 was 23,060 persons, who drew $45,663,757 in pay, including staff musicians and other artists on the regular payrolls. Of this amount $4,239,470 was paid to officers of the "licensee companies."

Other High Rankings

Based on 1937 figures, according to the U. S. Bureau of Labor Statistics, the motion picture industry ranks next to Broadcasting. The average weekly pay for that industry was given as $41.33. For the stock brokerage industry, 1937 figures showed an average weekly pay of $34.47, while the insurance industry paid $34.17, and the durable goods industries, including automotive averaged $29.95. The general average for all manufacturing industries was $22.46.

The new FCC analysis disclosed that during the week which began Dec. 11, 1938, there were 18,359 fulltime broadcast employes with a total payroll for the week of $830,003. During the same week there were 4,377 parttime employes drawing $103,134. The average compensation thus worked out to $45.20 weekly for the 18,359 employes, compared to the 1937 figure of $45.12 for 17,085 employes. For parttime employes, the average compensation was $23.55 for 4,377 persons during the 1938 week, as against $17.97 for 5,820 in 1937.

The figures disclosed that the broadcasting industry disbursed slightly less than 50% of its aggregate industry expense in 1938 for payrolls. Total expenses of the 660 reporting stations and networks for the year amounted to $92,503,594, as against total payrolls of $4,663,757.

FCC REPORT ON 1938 BROADCAST INCOME ITEMS OF STATIONS BY CLASS AND NETWORK AFFILIATION

Item	Clear channel				Regional				Local		
	50,000 watts or more		5,000 to 25,000 watts		Unlimited		Limited			Day and	Grand
	Unlimited	Part-time	Unlimited	Part-time	High-power	Other	and day	Part-time	Unlimited	part-time	total
TOTAL STATIONS											
Stations with net time sales of $25,000 or more:											
Number of stations	31	4	14	4	8	188	49	27	132	28	485
Revenue from sale of station time:											
To national networks	$9,302,760	$341,822	$926,070	$45,355	$645,132	$7,673,712	$20,559	$373,672	$318,798	$10,868	$19,658,748
To regional networks	53,695	....	6,968	319	21,577	929,952	18,445	13,956	101,051	39,633	1,185,596
To stations	67,023	....	....	4,240	6,467	193,195	6,598	17,949	15,694	1,905	313,071
To national and regional users	12,139,067	977,970	1,213,512	252,350	670,167	9,671,255	1,022,802	898,898	1,176,754	86,410	28,109,185
To local users	3,363,589	325,844	837,960	216,159	672,203	13,920,888	2,536,265	1,787,275	5,701,862	987,534	30,349,579
Sale of other station time	73,597	1	....	2,435	....	320,848	47,435	38,314	49,836	730	533,196
Total sale of station time	24,999,731	1,645,637	2,984,510	520,858	2,015,546	32,709,850	3,652,104	3,130,064	7,363,995	1,127,080	80,149,375
Deductions:											
Payments to networks and stations (from sale of time)	320,679	65,222	6,515	649	5,881	280,211	14,961	21,720	17,537	12,077	745,452
Commissions to regularly established agencies	2,551,376	27,251	236,104	37,044	163,654	2,282,296	222,139	193,625	162,488	21,947	5,897,924
Commissions to representatives, brokers, and others	538,058	34,673	97,641	12,996	42,852	1,174,720	181,585	126,872	190,465	23,672	2,423,534
Total deductions from sale of station time	3,410,113	127,146	340,260	50,689	212,387	3,737,227	418,685	342,217	370,490	57,696	9,066,910
Balance, net time sales	21,589,618	1,518,491	2,644,250	470,169	1,803,159	28,972,623	3,233,419	2,787,847	6,993,505	1,069,384	71,082,465
Incidental broadcast revenues:											
Revenue from the sale and placing of talent	1,299,904	190,699	89,173	35,673	58,063	1,615,436	155,617	123,435	128,239	3,141	3,699,380
Miscellaneous sales	434,394	39,781	208,464	23,362	28,514	861,521	69,968	34,563	121,812	4,510	1,826,889
Total incidental broadcast revenues	1,734,298	230,480	297,637	59,035	86,577	2,476,957	225,585	157,998	250,051	7,651	5,526,269
Total broadcast revenues	23,323,916	1,748,971	2,941,887	529,204	1,889,736	31,449,580	3,459,004	2,945,845	7,243,556	1,077,035	76,608,734
Expenses:											
Technical expenses	3,245,187	164,690	506,407	90,155	264,348	4,253,839	567,208	423,864	1,069,161	162,660	10,747,519
Program expenses	6,646,934	607,077	834,559	157,401	548,287	9,637,591	1,282,176	994,691	2,293,940	321,357	23,324,013
Advertising, promotional, and selling expenses	1,397,967	112,304	316,704	64,622	199,614	3,194,573	440,216	338,776	1,020,549	162,513	7,247,838
General and administrative expenses	2,304,038	213,162	411,479	108,626	294,901	5,227,316	677,875	520,227	1,498,024	197,346	11,452,994
Other broadcast expenses	386,385	94,609	92,100	10,691	67,080	1,000,643	105,669	132,526	289,102	28,616	2,207,421
Total broadcast expenses	13,980,511	1,191,842	2,161,249	431,495	1,374,230	23,313,962	3,073,144	2,410,084	6,170,776	872,492	54,979,785
Net broadcast revenues	9,343,405	557,129	780,638	97,709	515,506	8,135,618	385,860	535,761	1,072,780	204,543	21,628,949
Deductions from net broadcast revenues[1]	1,700,960	173,034	347,552	43,782	197,871	2,988,482	349,240	216,617	645,505	109,865	6,772,908
Broadcast income	7,642,445	384,095	433,086	53,927	317,635	5,147,136	36,620	319,144	427,275	94,678	14,856,041
All commercial stations:											
Number of stations	31	4	14	4	8	195	68	33	227	76	660
Broadcast revenues	$23,323,916	$1,748,971	$2,941,887	$529,204	$1,889,736	$31,583,083	$3,732,267	$3,046,037	$8,604,963	$1,728,696	$79,128,760
Broadcast expenses	13,980,511	1,191,842	2,161,249	431,495	1,374,230	23,428,133	3,431,654	2,517,841	7,499,486	1,483,859	57,500,300
Net broadcast revenues	9,343,405	557,129	780,638	97,709	515,506	8,154,950	300,613	528,196	1,105,477	244,837	21,628,460
Deductions from net broadcast revenues[1]	1,700,960	173,034	347,552	43,782	197,871	3,003,955	389,448	226,362	822,352	217,806	7,123,122
Broadcast income	7,642,445	384,095	433,086	53,927	317,635	5,150,995	*d* 88,835	301,834	283,125	27,031	14,505,338

d Deficit or other reverse item.
[1] Includes depreciation, amortization, plant losses, taxes, uncollectible revenue, and rents, all assignable to broadcast services.
Note A:—The term "part-time" as used in this table refers to share-time and specified-hour stations.

FCC REPORT ON 1938 INCOME ITEMS OF STATIONS SERVING AS OUTLETS FOR NATIONAL NETWORKS

(Including Network Managed and Operated Stations)

Particulars	In basic* networks	In regional groups required as a unit	Supplementary to groups and optional to advertisers	Special arrangements for network service	Total all stations in this group
Stations with net time sales of $25,000 or more:					
Number of stations	78	107	124	7	316
Revenues from the sale of station time:					
To national networks	$13,310,612	$4,359,494	$1,954,259	$21,082	$19,645,447
To regional networks	240,883	715,450	117,618	12,290	1,086,241
To stations	88,449	169,803	34,893	4,178	297,323
To national and regional users	15,687,330	5,246,815	3,887,887	342,583	25,164,615
To local users	7,791,528	5,744,202	6,799,440	456,303	20,791,473
Sale of other station time	167,295	203,186	34,300	39,061	443,842
Total sale of station time	37,286,097	16,438,950	12,828,397	875,497	67,428,941
Deductions:					
Payments to networks and stations (for sale of time)	444,609	153,794	70,441	4,215	673,059
Commissions to regularly established agencies	3,353,501	1,004,124	641,173	90,818	5,089,616
Commissions to representatives, brokers, and others	955,583	512,721	351,670	46,140	1,866,114
Total deductions from sale of station time	4,753,693	1,670,639	1,063,284	141,173	7,628,789
Balance, net sale of time	32,532,404	14,768,311	11,765,113	734,324	59,800,152
Incidental broadcast revenues:					
Revenues from the sale and placing of talent	2,096,738	592,072	407,983	29,875	3,126,668
Miscellaneous sales	922,241	289,882	311,126	20,087	1,543,336
Total incidental broadcast revenues	3,018,979	881,954	719,109	49,962	4,670,004
Total broadcast revenues	35,551,383	15,650,265	12,484,222	784,286	64,470,156
Expenses:					
Technical expenses	4,772,722	2,075,396	1,844,942	169,287	8,862,347
Program expenses	10,292,652	4,267,422	3,908,840	307,663	18,776,577
Advertising, promotional, and selling expenses	2,749,783	1,395,805	1,612,437	90,986	5,849,011
General and administrative expenses	4,319,116	2,258,210	2,133,108	162,582	8,873,016
Other broadcast expenses	821,633	574,670	341,286	19,112	1,756,701
Total broadcast expenses	22,955,906	10,571,503	9,840,613	749,630	44,117,652
Net broadcast revenues	12,595,477	5,078,762	2,643,609	34,656	20,352,504
Deductions from net broadcast revenues[1]	3,162,665	1,197,052	1,135,782	99,096	5,594,595
Broadcast income	9,432,812	3,881,710	1,507,827	(64,440)	14,757,909
All commercial stations:					
Number of stations	78	126	138	8	350
Broadcast revenues	$35,551,383	$15,951,606	$12,717,404	$792,244	$65,012,637
Broadcast expenses	22,955,906	10,868,730	10,089,511	753,067	44,667,214
Net broadcast revenues	12,595,477	5,082,876	2,627,893	39,177	20,345,423
Deductions from net broadcast revenues[1]	3,162,665	1,230,130	1,197,720	100,463	5,690,978
Broadcast income	9,432,812	3,852,746	1,430,173	(61,286)	14,654,445

* Includes Mountain and Pacific Coast Groups, required stations.
[1] Includes depreciation, amortization, plant losses, taxes, uncollectible revenues, and rents, all assignable to broadcast service.

WFBR Dedicates New Radio Center

Outlay of $100,000 Involved In Modernization Project

WITH personal greetings from President Roosevelt to Robert S. Maslin, president of Baltimore Radio Show Inc., WFBR, Baltimore, on June 24 dedicated its new Radio Center studio building and transmitter plant in the presence of Gov. Herbert R. O'Conor and about 500 State, civic and radio notables. The WFBR modernization project, representing an outlay of $100,000, gives the station one of the finest broadcast plants in America.

"In this age when the magic of radio has revolutionized communications," President Roosevelt wrote Mr. Maslin, "improvements in the technique of broadcasting are almost as remarkable as the phenomenon of wireless itself. I desire to congratulate you upon your progressive spirit in opening new studios for Station WFBR which, I am informed, are the last word in technical installation. I trust that with these up-to-date improvements you will be able to give your listeners an increasingly efficient service."

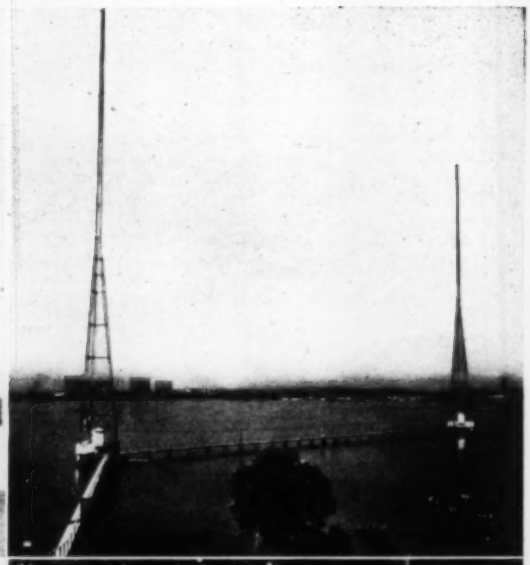
Towers in Water

The transmitter plant, RCA equipped throughout, was placed in operation June 15, using 1,000 watts night and 5,000 day on 1270 kc. It is located at Westport on the Patapsco River, which forms part of Baltimore Harbor. Two Truscon towers, each 300 feet high, are set on concrete bases in 8 feet of water that required the pouring of 240 tons of reinforced concrete. Bases rise 14 feet above waterline to escape high tides. The towers are connected with the shore by a catwalk, and on the shore is the transmitter building of red brick and glass walls, measuring 50 x 75 feet and including air-conditioned offices and workrooms. The technical installation was supervised by Paul Godley, consulting engineer, and William Q. Ranft, WFBR chief engineer, working in collaboration with Mr. Maslin and Manager Hope H. Barroll Jr.

The downtown studio building, erected at a cost of $400,000 and occupied with the exception of the Center Theater by WFBR studios and offices, was planned by O. B. Hanson, NBC chief engineer, and W. A. Clark, of the NBC construction staff. The radio space, 18,000 square feet, is leased for 20 years from the theater owner, who built it to specifications of Armand Carroll, Philadelphia architect.

Six studios, the largest 56 x 32 feet and 20 feet high, all air-conditioned, are contained in the structure. Acoustical work was done by Johns-Manville. In addition to the studios, the building includes master control room and four other control rooms, newsroom, musical library, recording facilities, artist lounges, client booths, a repair shop and modern offices.

PROCTER & GAMBLE Co., Cincinnati (Teel liquid dentrifice), has started *Music Magic* on WLW, Cincinnati, Sundays, 7:45-8 p. m., featuring Jimmie James and orchestra. H. W. Kastor & Sons Adv. Inc., Chicago, is agency.



ONE OF AMERICA'S finest broadcasting plants was dedicated June 24 when Baltimore's WFBR opened its new Radio Center shortly after placing its new 5 kw. transmitter in operation. At left is photo of the Radio Center in downtown Baltimore, built entirely to radio specifications by the theater owners who have leased all other space to WFBR. At right are the 300-foot towers in Baltimore harbor, and below is the transmitter house on the nearby shore. The technical plant represented an outlay of $100,000. Both studio building and transmitter plant were dedicated June 24 with ceremonies attended by Gov. O'Conor of Maryland and many notables in the radio field, during which a letter of greeting from President Roosevelt was read. Paul F. Godley designed the transmitter.

Florida State Asks Court for Order To Stop ASCAP From Doing Business

ON THE HEELS of enactment by Florida of a new copyright law to regulate activities of music pools such as ASCAP, the State of Florida June 19 formally petitioned the three-judge Federal court to dismiss the suit of ASCAP pending against the officials of the State and at the same time to enjoin ASCAP from doing business in Florida on the ground that its present methods of "fixing prices" on public performance of music violates the State statute.

The effect of the State's new offensive, according to observers, is to reduce the status of litigation with ASCAP to the monopoly issue. In this connection, it was brought out that the U. S. Supreme Court in its recent preliminary decision in the Florida case did not decide the monopoly issue, although Associate Justice Black strongly condemned ASCAP practices in a dissenting opinion. He also disagreed with the majority of the court, contending that it should not postpone judgment on the music monopoly question since it ultimately would have to meet that issue. Justice Black said that ASCAP, in his judgment, constituted an organization in violation of existing laws.

Simultaneously, word was received that the Federal District Court in Montana had enjoined ASCAP from cancelling licenses for performance of its music held by a number of stations in the State.

In the Florida action, Attorney General George Couper Gibbs and associate counsel brought to the attention of the Federal tribunal the amended State copyright law. Sections of the 1937 law, which had been attacked by ASCAP in its court action, the Attorney General held, had been repealed, and the revised statute was such as to be "patently within the police power" of the State. Also signing the petitions were Tyrus A. Norwood, assistant attorney general, Lucien H. Boggs, Jacksonville attorney and former special assistant attorney general and Andrew W. Bennett, NAB counsel and former special assistant attorney general in charge of the Government's suit against ASCAP. Mr. Bennett is special counsel to the Attorney General of Florida and the Attorney General of Nebraska in connection with State copyright legislation.

In praying for both a preliminary and a final injunction in a cross bill filed with the court, the State counsel asked that ASCAP be restrained from making further contracts in the State for the licensing of public performance rights on copyrighted music "either through the Society or any other combination for price fixing purposes" and also that the "collection of license fees or the enforcement or attempted enforcement of existing contracts, agreements or licenses within this State made by any person, firm or corporation with the Society or any combination made by the plaintiffs for the purpose of fixing prices on such performance rights of copyright music" be restrained.

On another State copyright front, the special constituted three-judge Federal court in Nebraska has scheduled for Sept. 23 a final hearing on the ASCAP suit challenging the constitutionality of the Nebraska statute.

WTMJ Proposes Tests

EXPERIMENTS with both amplitude and frequency modulation on the ultra-shortwaves, to be conducted simultaneously "in order to determine by which means the ultrahigh frequency may be best adapted to broadcasting" is proposed in applications filed with the FCC by WTMJ, Milwaukee. The applications seek a 500-watt transmitter for amplitude and a 5,000-watt transmitter for frequency modulation. WTMJ has taken leases on towers of two downtown hotels for antennas for the proposed tests.

Florida Libel Law

A NEW libel law, under which broadcasters are relieved of responsibility for defamatory or libelous statements uttered over their facilities, became law in Florida June 12. The act specifies that the owner, lessee, licensee or operator of a station and the agents or employes of the operator shall not be liable for damages uttered by one other than the owner or his agent unless he affirmatively declares that the statements made are for and in behalf of the actual licensee.

IF BELOVED Will Rogers were living today, chances are he would change his famous remark from "All I know is what I read in the newspapers" to "All I know is what I've heard on a quiz program." — Wayne Varnum, Iowa Broadcasting System.

Mr. Time Buyer!

Send for this Booklet

Just What You Want— A State-Wide Dealer Poll on Radio Advertising!

FLINT LANSING BAY CITY JACKSON

GRAND RAPIDS BATTLE CREEK KALAMAZOO

MICHIGAN RADIO NETWORK

BLUE NBC NETWORK

WXYZ (KEY STATION) DETROIT

The Merchant Chooses

Presented By

KING-TRENDLE BROADCASTING CORPORATION

STATION WXYZ

MICHIGAN RADIO NETWORK

Transfer of KEHE To Earl Anthony Favored by FCC

Proposed Grant Denies Move Of KECA to San Diego

CONDITIONAL upon the surrender of the license of KECA, Los Angeles, Earle Anthony Inc., operator of KFI and KECA, will be authorized to acquire KEHE, Los Angeles, from Hearst Radio Inc. for a purchase price of $400,000. This was decided by the FCC June 21 in a proposed decision and order, which is tantamount to a grant unless protests are raised within 20 days. The decision's effect will be to reduce by one the number of stations in Los Angeles.

In the same proposed decision and order, the Commission denied the Anthony application to move KECA into San Diego and to assign its license to Worcester Broadcasting Co., headed by Warren B. Worcester, who had purchased it for $97,000, subject to removal and transfer. Mr. Worcester, a 29-year-old engineer and draftsman, is grandson of one of the founders of U. S. Steel Corp.

KECA operates with 1,000 watts night and 5,000 day on 1430 kc., and is an NBC-Blue outlet, operating from the same studios as KFI, the Red outlet. KEHE has the same power on 780 kc., and was purchased by the Anthony interests in a deal made in April, 1938, subject to FCC approval, because of its superior wavelength and its excellent physical plant. It is planned to center the operations of both KFI and KEHE in the KEHE plant, one of the most modern on the Pacific Coast.

Fifth Hearst Transfer

KEHE is the fifth Hearst station to be transferred with FCC approval this year. Last May the Commission authorized a company headed by E. S. Fentress, Waco publisher, to acquire WACO, Waco, and KNOW, Austin, for $50,000 each [BROADCASTING, May 15]. On May 24 it authorized a company headed by O. L. Taylor and Gene A. Howe, publisher of the *Amarillo Globe & News* and operators of KGNC, Amarillo, KFYO, Lubbock, and KRGV, Weslaco, to take over KTSA, San Antonio, sold last year subject to FCC approval for $300,000 [BROADCASTING, June 1]. On Feb. 13 the Commission authorized Hearst to sell KOMA, Oklahoma City, to J. T. Griffin, chief owner of KTUL, Tulsa, for $315,000 [BROADCASTING, Feb. 15].

In its decision rejecting the move of KECA to San Diego, the Commission stated that Anthony "is requesting the Commission to authorize him to construct a radio broadcast station which he does not intend to construct or to operate." The application to assign KECA to Worcester, it stated, "is nothing more than an application to assign the construction permit which is being requested by Earle C. Anthony Inc. The Commission does not deem it in the public interest to grant a construction permit to anyone merely for the purpose of permitting such person to assign or sell the permit to another, nor does the Commission deem it in the public interest to authorize in advance of granting such construction permit the assignment of the permit to a third person."

STAFF OF WWL gathers in New Orleans' famed Arnaud's Restaurant in the Vieux Carre to tender a birthday party to Sales Manager Paul Beville (seated, left) and Auditor Alfred J. Cummings (seated, right) recently, each being presented with a loving cup by Manager Vincent F. Callahan. Standing (l to r) are Larry Baird, salesman; Henry Dupre, director of special events; Louis Read, merchandising manager; J. D. Bloom, chief engineer; Mr. Callahan; James Willson, program director; Bev Brown, continuity director and "Pinky" Vidacovich, musical director.

Newspaper Group Gets KRIC Grant

Sale of WKBO to Steinmans Is Ordered for Hearing

NEWSPAPER interests became licensees of another broadcasting station June 20 with the authorization by the FCC of assignment of the license of KRIC, Beaumont, Tex., to KRIC Inc., whose stockholders are publishers of the *Beaumont Enterprise* and *Journal*. The same day the FCC ordered a hearing on the proposed sale of WKBO, Harrisburg, Pa., by the *Harrisburg Telegraph* interests to the Steinman Brothers, publishers of the *Lancaster New Era* and *Intelligencer-Journal* and operators of six radio stations.

KRIC, a local outlet on 1420 kc., which went on the air last July, was sold for $40,000 by a group headed by B. A. Steinhagen, former mayor of Beaumont and head of the Steinhagen Rice Milling Co. of that city. The station was acquired 40% by Mrs. J. L. Mapes, widow of the publisher of the newspapers, 30% each by E. C. Davis, general manager of the newspapers and Alfred Jones, editor.

A Quick Grant

The grant was one of the quickest ever made by the FCC. Application for the transfer was announced May 18, no hearing was ordered in view of lack of opposition and the authorization came through slightly more than a month later.

The Harrisburg deal was set for hearing because the proposed purchasers, J. H. and John F. Steinman, already own WDEL and WILM, Wilmington, Del.; WAZL, Hazleton, Pa.; WORK, York, Pa.; WGAL, Lancaster, Pa., and WEST, Easton, Pa. The station is a local outlet on 1200 kc. The purchase price for the 75% interest would be $27,500.

It is apparent that the Commission intends to raise the multiple ownership issue at the WKBO transfer hearing.

WMAM are the call letters assigned by the FCC for the new 250-watt daytime station on 570 kc., in Marinette, Wis., which on June 15 secured a final authorization of construction permit by reason of adoption of the FCC's proposed findings of fact made public May 16 [BROADCASTING, June 1].

FCC Grants Authorize Elizabeth City, N.C., and Kingston, N. Y., Locals

NEW local stations in Kingston, N. Y. and Elizabeth City, N. C. were authorized by the FCC in decisions ordered effective June 21. The Kingston station will operate with 100 watts daytime on 1500 kc. The Elizabeth City station will operate with 100 watts night and 250 day on 1370 kc.

Kingston Broadcasting Corp. is to be the licensee of the station to be erected in the little Hudson River community. All of the stockholders are non-residents. President of the company is John R. McKenna, a radio engineer of Long Island City, N. Y., holding 42.5% of the stock. The same amount is held by Louis F. Furman, vice-president, a resident of Oceanside, N. J., who operates a newspaper and periodical agency. Secretary-treasurer and prospective manager of the station is Maurice S. Novik, formerly with WEVD, New York, who holds 15% of the stock.

Albermarle Broadcasting Co. will be licensee of the new North Carolina station. It is a partnership composed of Aubrey G. McCabe, mortgage loan broker, and Trim W. Aydlett, manufacturer of barrels and vegetable packages.

MUTUAL EXPANDING IN SOUTHEAST AREA

THE LONG-DISCUSSED expansion of the Mutual network into the Southeast got under way June 18 when four North Carolina stations became MBS affiliates, swelling the network's list of outlets to 118. Move is generally considered as the first step in a campaign that will eventually extend MBS facilities throughout the "deep South" from Florida to Louisiana. Fred Weber, general manager of the network, admitted this possibility but said that no plans were definite at the moment.

The new MBS outlets are WSOC, Charlotte; WRAL, Raleigh; WSTP, Salisbury, and WAIR, Winston-Salem. All four stations operate with 250 watts daytime power, the first three with 100 watts at night and WAIR daytime only. WSOC and WRAL both use the 1210 kc. channel; WAIR operates on 1250 kc. and WSTP on 1500 kc.

Two New Stations For Saginaw, Mich.

FCC Grants Two Facilities on Part-Time Schedules

AN UNUSUAL grant authorizing the erection of two new broadcasting stations in the same community, each to operate on different facilities on a part-time basis, was proposed by the FCC in "proposed findings of fact and conclusions" made public June 17. The two stations will be built in Saginaw, Mich., if within the 20-day protest period no objections are raised by the applicants against one another or by other parties involved inasmuch as "proposed findings" are tantamount to a grant.

One of the successful applicants is the Saginaw Broadcasting Co., to which will be allocated 100 watts night and 250 day on 1200 kc., operating specified hours and sharing the frequency with WMPC, part-time church-owned station in Lapeer, Mich. Principal stockholders are Milton L. Greenebaum, local merchant, president and holder of 35% of the stock; Morris Nover, iron and steel merchant, vice-president, 25%; Adolph Greenebaum, merchant, secretary-treasurer, 25%. The remaining 15% stock is held by Burnett Abott, H. D. Peet, G. M. Peet, J. W. Symons Jr. and Walter Harris.

H. D. Peet, owner of the Peet Packing Co., on May 8 was authorized by the FCC to buy two-thirds control of WBCM, Bay City, a nearby town, for $100,000 [BROADCASTING, May 15].

Daytime Station

The other successful applicants were Harold F. Gross, operator of WJIM, Lansing, and Edmund C. Shields, Democratic national committeeman from Michigan, and a prominent attorney and businessman. They will be allocated 500-watts daytime on 950 kc. Gross and Shields would be 45% stockholders each, the remainder to be held by Charles Carlisle, of Saginaw.

Messrs. Gross and Shields after a hearing and examiner's report were granted a new station with the same facilities in 1937, and the Saginaw Broadcasting Co.'s application was denied. Thereupon the latter appealed to the U. S. Court of Appeals for the District of Columbia, which reversed the FCC decision. After the U. S. Supreme Court refused to review the case, the Commission last December ordered further proceedings, out of which grew its decision granting the applications of both parties.

New Santa Fe Setup

OPERATING under the newly-assigned call letters KVSF, the former KRQA, Santa Fe, N. M., whose purchase by the operators of KGGM, Albuquerque, was recently authorized by the FCC, is installing entirely new RCA speech input and studio equipment. Mike Hollander, manager of KGGM, is general manager of the Santa Fe local, and the following new staff has been installed: Ivan Head, manager; George Thorne, production manager; Wesley Rutz, chief engineer; Jack Alkire, announcer; Flora Sena, receptionist.

"To be or not to be..."

To be or not to be a radio advertiser — that is a question which needn't be decided "by guess or by gosh" . . . After all, radio is now of sufficient age and background to permit any advertiser to make a seasoned, mature and well-founded decision.

Helping you to make such a decision is a big part of our job. The *main* part, of course, is to sell radio time. But these stations want *permanent* radio advertisers — *not* a graveyard of failures. To secure the first and preclude the latter, we are just as eager for *wise decisions* as you are yourself.

Our really tremendous files of data — our 165 cumulative years of experience in radio and advertising — all our best thought is yours for the asking. We confidently believe that we can help you make a *wise decision* about radio. Won't you give us a ring?

Exclusive Representatives:

WGR-WKBW	Buffalo
WCKY	Cincinnati
WOC	Davenport
WHO	Des Moines
WDAY	Fargo
WOWO-WGL	Ft. Wayne
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
WMBD	Peoria
KSD	St. Louis
WFBL	Syracuse

Southeast

WCSC	Charleston
WIS	Columbia
WPTF	Raleigh
WDBJ	Roanoke

Southwest

KGKO	Ft. Worth-Dallas
KTUL	Tulsa

Pacific Coast

KOIN-KALE	Portland
KSFO	San Francisco
KVI	Seattle-Tacoma

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

CHICAGO	NEW YORK	DETROIT	SAN FRANCISCO	LOS ANGELES	ATLANTA
180 N. Michigan	247 Park Ave.	New Center Bldg.	One Eleven Sutter	C. of C. Bldg.	617 Walton Bldg.
Franklin 6373	Plaza 5-4131	Trinity 2-8444	Sutter 4353	Richmond 6184	Jackson 1678

KSFOCUS

HAVE YOU GOT AN OPENER? Well, Bob Dumm, promotion executive for KSFO, is telling Karl Schuster, president of Acme Breweries, that he certainly has... an opener to the Northern California market. And as KSFO merchandising backs up Acme's sponsorship of "Streamlined Headlines" through Emil Brisacher and Staff, Bob's point is well taken.

A Fair-time service to Agency Men and Advertisers... when they come to San Francisco

It makes no difference whether you sponsor a program or not, whether you're a prospect or not, KSFO wants to play host to you. Let us make advance hotel, Pullman or theatre reservations for you. Let us furnish you with office space, teletype and stenographic service. Let us help you plan your sightseeing. No strings, no sales talk. Drop us a line...come in...make yourself at home.

GETTING LIVE TALENT UP EARLY... is a job, but we do it. And The Yawn Patrol, only live talent show before 8:00 a.m. in Northern California (7:00-8:00) is this area's favorite waker-upper. Participation costs mighty little... and it does pay out.

KSFO

"THE AUDIENCE STATION" ● SAN FRANCISCO

KSFO, Palace Hotel, San Francisco - 560 KC, 5000W day, 1000W night

PHILIP G. LASKY, General Manager

National Representative: FREE & PETERS, Incorporated

COLUMBIA BROADCASTING SYSTEM

New Coast Scales Offered by AFRA

Agencies Study Proposed Pact Affecting 3,000 Performers

NEW LOCAL and regional wage scales and working conditions for Pacific Coast radio actors, singers, announcers and sports commentators was submitted by American Federation of Radio Artists to West Coast advertising agencies in mid-June. Conditions submitted affect more than 3,000 performers, announcers and commentators in the Los Angeles and San Francisco areas as well as in other West Coast radio centers. Although scheduled to go into effect July 1, it was generally believed in Hollywood that negotiations between AFRA and the agencies will be carried on for many days past that date before the committees come to an agreement.

The agency committee, headed by Naylor Rogers, executive of Raymond R. Morgan Co., Hollywood, includes Charles Levitt, manager of Charles R. Stuart, Los Angeles, as secretary; Tom McAvity, Hollywood manager of Lord & Thomas; Jack Smalley, BBDO Hollywood manager; Arthur Mayers of Mayers Co., Dana Jones of Dana Jones Co., and B. A. Stebbins of Barton A. Stebbins Adv. Agency, all of Los Angeles. The committee from Los Angeles Chapter of AFRA is composed of Carlton KaDell, president, Fred Shields, Bill Brandt, Georgia Fifield, Thomas F. Smith and I. B. Kornblum, counsel. Southern California Broadcasters Assn., Los Angeles, was also invited to have a committee sit in on negotiations, but declined on the contention that the new scales and working conditions primarily affected the agencies.

New Scales of Pay

New scales are based on classifications of stations, starting with Class A and dropping down to Class D for the smaller units. Pay increases range from 15 to 50% for certain classifications. Terms and conditions are for the artists on commercial "network" or individual station broadcast programs. Regional rates apply to network programs produced at any station so classified and "regional network" is defined as three or more stations hooked up for simultaneous broadcasting or two stations 50 miles or more apart.

KNX KPO and KFI are listed as Class A stations. KSFO KFRC KECA KFWB KEHE KGO KHJ fall into the B classification. KYA KRKD KMTR KFAC KFOX KGER KQW KROW KLX KMPC KJBS are classified as C stations, with KRE KLS KSAN KIEV KFVD KGFJ rated as Class D.

The agreement is to run until Feb. 12, 1941 and according to the plan submitted the two groups will agree to negotiate a new schedule of minimum fees and conditions 60 days prior to termination of the pact. National network and advertising agencies which signed the two-year agreement with AFRA on transcontinental Code of Fair Practice will have the right to ask arbitration on the wage scale and conditions.

Other agencies will first have to sign the transcontinental code in order to be eligible for arbitration of regional and local scales. Agencies which signed the Code of Fair Practice on Feb. 12, 1939 agreed to accept any scales promulgated by AFRA, with reservation to resort to arbitration if they did not desire to accept certain scales or conditions. The West Coast agency committee, it is understood, will not take any stand on arbitration until after negotiations have been completed with AFRA. It is generally believed that there will be no opposition to certain of the rates, particularly Class A stations which are given the same rating as regional programs because of the distance covered.

WHEN King George VI and Queen Elizabeth, during their Canadian tour, visited the Frood Mine near Sudbury, Ont., CKSO in Sudbury obtained permission to set up radio equipment in the mine to describe the royal inspection. Here Jim McCrea, chief engineer of CKSO, is seen with the amplifiers and control equipment set up in the lamproom at the mine. Announcer "Chuck" Smith handled the description.

Radio Audience Surveys By Repairmen Proposed

A PLAN under which radio servicemen would cooperate with broadcast stations in their activities by making "spot surveys" of listener habits while repairing or testing receivers, will be unfolded to the NAB by Joe Marty, executive secretary of Radio Servicemen of America, in an address before the Convention July 13. Describing the servicemen as the "missing link" in radio, Mr. Marty will advocate cooperation with broadcasters in urging listeners to procure maximum performance from their sets and at the same time will broach his spot survey plan. The survey plan has been employed with outstanding success in several communities, notably Louisville, it was said.

RSA for several years has sought to develop a standardized method of service. Many complaints are received annually, Mr. Marty claimed, because of poor repair service by inexperienced mechanics. With the aid of broadcasting stations, it is felt, standardization of repair service can be effected on a national scale.

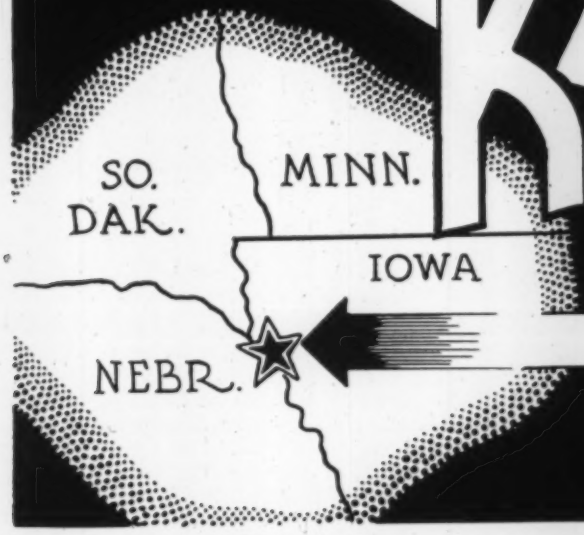
THE Townsend Old-Age Pension Plan, with headquarters in Los Angeles, plans to raise $900,000 a year for "three 15-minute national broadcasts a week" to enlist members, Dr. Francis E. Townsend announced June 19. The organization is already buying spot time on various stations.

LOGICAL

KSCJ has more than 50% of the radio audience in its trade area!

The shortest distance between an advertiser and listener in this territory is KSCJ!

KSCJ - - -	51%	E Station -	.2%
B Station -	30.2	F Station -	.2
C Station -	4.5	G Station -	4.5
D Station -	2.8	H Miscl. -	6.2



KSCJ

AFFILIATED WITH CBS

The JOURNAL

SIOUX CITY, IOWA

Represented by George Hollingbery
C. W. Corkhill, Manager

MOVIE SHORTS
Based on CBS Dr. Christian Broadcasts

WILLIAM STEPHENS Productions, Hollywood motion picture unit, on Aug. 1 starts producing a series of shorts based on the CBS *Dr. Christian* serial. Dorothy Barstow, McCann-Erickson, producer of the radio serial, sponsored by Chesebrough Mfg. Co. (vaseline), after several weeks in New York, has returned to Hollywood as story editor of the film version which will be in nine episodes.

Harvey Gates has been signed to write the screen play for the first of the series. Jean Hersholt who is featured in the radio series, will also play Dr. Christian in the film version. The radio serial, after a summer lay-off, is scheduled to return to CBS in September under continued sponsorship of Chesebrough Mfg. Co.

Inclusion of Radio Counts Is Expected In Three Census Bureau Tabulations

WITH departmental meetings on census recommendations concluded, and final approval of the tentative schedules expected anytime within a few weeks or at the latest by September, radio items seem assured a place in three individual census surveys, all to begin in 1940. FCC and industry spokesmen won their fight to include a radio survey in the decennial population census, and radio queries also will be covered in the decennial Agricultural Census and the Census of Business to be conducted by the Census Bureau [BROADCASTING, April 15, June 15].

According to present plans, the question "Do you have a radio in your house?" is to be included on the supplementary schedule of the population census. Thus the radio survey would be based on correlations drawn from the answers of either 4% or 2% of the population, depending on the supplementary schedule standards set by the Census Bureau. Some pressure has resulted from the industry to secure a place for a radio question on the regular schedule, but the Census Bureau discouraged the suggestion as an opening wedge to include all sorts of convenience products in the population census. A fight also was waged to include the specific question "How many radios do you have in your home?", counting portable and automobile sets as well, but this too has been refused as things stand now.

Farm Tabulation

The Agricultural Census, in charge of Zellmer R. Pettet, chief statistician, definitely is to include a radio question, although its exact form has not yet been decided. Originally it had been framed to show the actual number of farm radios, but the general committee has recommended that the survey confine itself to the number of farms with radios. It is believed the latter question will prevail. The agricultural radio tabulation will be based on an actual farm-by-farm count covering tenants as well as owners on farms, rather than sampling, as in the projected population census.

The advertising agency census of distribution, part of the Census of Business to be conducted by the Bureau under direction of F. A. Gosnell, covers the eight general media both from the standpoint of billings as well as number of employes and amount of revenue, and under tentative plans would include data on the aggregate advertising placed by each agency for clients, broken down by media used. The radio expenditures would be broken down as to talent and other production charges against time charges. By furnishing a figure covering talent not billed through broadcast systems, such as talent agents, it is hoped the census will yield for the first time a general figure as to the cost to the advertiser for talent, as distinguished from time.

$45,100,000 Top Set

A bill calling for a $21,900,000 appropriation for the decennial census, and setting a $45,100,000 limit to its aggregate cost, has passed both houses of Congress and been reported out of conference. No action had been taken on the conference report as BROADCASTING went to press, but passage is expected shortly. This amount contemplates the cost of all the Bureau's census-taking activities, chief among them being the population census, under direction of Dr. Leon E. Truesdell, chief statistician of the population census.

Although there has been some talk of a housing census, which would provide a place for radio along with other "convenience and luxury" items, it is thought extremely unlikely the needed legislation can be secured before Congress adjourns. The Budget Bureau has approved an $8,500,000 item for such a census, but there has been no legislative action, either of authorization or appropriation. Also it is estimated that from $12,000,000 to $15,000,000 would be needed figure would be entirely inadequate.

With the standard schedule of the population census confined entirely to personal questions, the supplementary schedule includes only three non-personal questions —covering radio, running water and electricity. The advertising agency census, covering 1939, is to start Jan. 2, 1940, while the population and agricultural surveys will start April 1, 1940. Although returns will trickle in within a few days after the census starts, and State returns become available within a few months, it is believed a year will be required before final returns will be available.

ONE *good spray gun can do a better job than a dozen brushes*

One good radio station (KFYR) in the Northwest can do a better job than a dozen lesser stations. KFYR is the only single station that covers North and South Dakota, Western Minnesota and Eastern Montana.

Let us Sell your Story

550 Kilocycles
NBC Affiliate

KFYR

5000 W. Day
1000 W. Night

MEYER BROADCASTING COMPANY

Bismarck, N. Dak.

GENE FURGASON & CO. — National Representatives

Pet Holds Both Shows

PET MILK SALES Corp., St. Louis, for the first time since it started on CBS in 1933 will continue both its daytime *Mary Lee Taylor* and evening *Saturday Night Serenade* on the network throughout the summer. The evening program heretofore had been discontinued for the summer. Gardner Adv. Co., St. Louis, handles the account.

ASSOCIATED
RECORDED PROGRAM Service

BEYOND REASONABLE DOUBT, a new transcribed show of network calibre, is NOW available to your Station for Local sponsorship! Featuring Nick Dawson, who created and was starred in that most successful script, "Dangerous Paradise," supported by an all-star cast, this dramatic series will build and hold large audiences. A sample Audition will convince you of that!

SOME AMERICAN HOMES, starring Ida Bailey Allen, America's Leading Home Economist, is just the program for your Local prospect whose product or service is designed for Home consumption. Released only a month ago, this series is already producing outstanding results for many Stations. Inquiry will show how it can do the same for you!

These series are *exclusive* to one Station in a market, so act promptly and "spin to sales" with these "Aristocrats of the Turntable."

Brochure on BEYOND REASONABLE DOUBT and merchandising material for SOME AMERICAN HOMES will be sent upon request.

Sole Selling Agents

ASSOCIATED MUSIC PUBLISHERS, Inc.

25 WEST 45th STREET • NEW YORK CITY

...T-TUBE OF THE NETWORKS,

is *jointly* analyzed by *all four* New York network stations!

SINCE 1930, different research organizations—using many different techniques—have measured New York's listening habits.

Now, for the very first time, ALL FOUR New York network stations jointly sponsored a new study of morning listening in Greater New York . . . employing Hooper-Holmes to make personal "aided-recall" interviews throughout 19 metropolitan New York counties during the week of April 16, 1939.

WABC WINS!

WABC was walk-away winner as usual. Here is an analysis of the figures submitted by The Hooper-Holmes Bureau: WABC was a dominant FIRST in New York . . . with over 50% more quarter-hours of listening than the nearest competitor—72% more listening than the third ranking station—98% more listening than the fourth ranking station!

This is the FIFTH major study in SEVEN years to show WABC is FIRST!

7 YEARS

1939: *Personal "aided-recall" interviews by Hooper-Holmes.*

1938: *Coincidental telephone study by Crossley, Incorporated.*

1937: *Personal interviews by Dr. Daniel Starch and Staff.*

1933; and 1932: *Mail questionnaire by Price-Waterhouse & Co.*

Different techniques. Different years. But the answer has never changed. *WABC comes out FIRST, year after year!*

New York is, uniquely, the test-tube of radio networks. In New York each of the major networks operates its own 50,000 watt key station, controls the time, and originates all but a few of the programs of that station. Each major network competes on practically even terms for the favor of the New York audience. This direct local rivalry makes possible a "deadly parallel". The relative appeal of network schedules can be isolated and measured with almost laboratory precision. And it has been. With the result you've already read on the facing page.

Why is WABC first? That's easy. It sets the swiftest pace and highest standard radio has ever had . . . Big-Name network shows of CBS plus a sparkling pageant of Columbia-created *local* WABC programs.

But CBS leadership hardly stops with New York. There's a great deal more evidence of CBS leadership *throughout the rest of the country.* We'll be glad to show it to you.

WABC 50,000 WATTS · 860 KILOCYCLES

OWNED AND OPERATED BY THE COLUMBIA BROADCASTING SYSTEM.

WABC IS THE KEY STATION OF THE WORLD'S LARGEST RADIO NETWORK

OKLAHOMA
goes
Metropolitan

We're putting a new blanket on the market, large enough to cover the 77 counties in Oklahoma, and its brand name is "Metropolitan." Yes, sir, we've got a new "line" which is the answer to every advertiser's prayer for complete coverage of Oklahoma's 454,000 radio families, the Oklahoma Metropolitan Line.

Now, new facilities make it possible for one program to be broadcast simultaneously on the Columbia Broadcasting System's two stations in Oklahoma City and Tulsa, major cities of this rich *urban-rural* market.

Your advertising should support your trade in Oklahoma with the blanket low-cost coverage which only radio can deliver. We have a full stock of those Metropolitan blankets we mentioned, the kind you should tuck your next Oklahoma campaign under. You'll be in pretty solid company, too, with most of the Columbia Network commercials and a brilliant line-up of local and national spot advertisers. The Oklahoma Metropolitan Line joins

KOMA	KTUL
OKLAHOMA CITY	TULSA
5,000 Watts Day and Night	5,000 Watts Day 1,000 Watts Night
International Radio Sales	Free & Peters Inc.

COLUMBIA'S COVERAGE IN OKLAHOMA

Better Facilities Awarded by FCC

Increases in Power and Time Are Included in Grants

IMPROVED wavelength and power facilities for more than a dozen stations were authorized by the FCC during its June 20 and 21 decision days when it disposed of one of the largest decision dockets in its history.

WBNX, New York, and WMBG, Richmond, both operating on 1350 kc., were authorized to install new equipment, with WBNX increasing its daytime power from 1,000 to 5,000 watts and WMBG increasing its power from 500 watts fulltime to 5,000 watts day and 1,000 night. Each will use a directional antenna. The decision was made effective June 28.

In another decision ordered effective June 28, the Commission authorized WJBL, Decatur, Ill., to change its frequency from 1200 to 1310 kc. and to operate with fulltime, using 250 watts day and 100 night, in lieu of its present time sharing arrangement with WJBC, Bloomington, Ill. WJBC was shifted to 1200 kc. fulltime, using 100 watts night and 250 day. WBOW, Terre Haute, Ind., was shifted off 1310 kc. and also assigned to 1200 kc., with 100-250 watts fulltime operation.

Increased Day Power

Daytime increases from 1,000 to 5,000 watts on their present wavelengths were granted June 20 to KALE, Portland, Ore., and WCHS, Charleston, W. Va. Daytime increase from 250 to 1,000 watts was granted KGNO, Dodge City, Kan., and KINY, Juneau, Alaska.

KGMB, Honolulu, was authorized June 20 to change its frequency from 1320 to 590 kc., to install new equipment, including a vertical radiator, and to increase its day power from 1,000 to 5,000 watts.

KWTO, Springfield, Mo., 5,000-watt daytime station on 590 kc., was allotted an additional hour of operation, using 1,000 watts between 5 and 6 a.m.

WEDC, Chicago local, was authorized to increase its daytime power from 100 to 250 watts and to become an all-night station, operating from midnight to 6 a.m. It now operates parttime on 1210 kc.

WHLS, Port Huron, Mich., was made a fulltime station on 1370 kc., using 250 watts day and 100 night.

In "proposed findings of fact and conclusions", which are tantamount to grants unless exceptions are filed within 30 days, the Commission on June 21 proposed granting WALA, Mobile, Ala., authority to increase its night power from 500 to 1,000 watts on its present frequency of 1380 kc., thus giving it fulltime 1,000-watt facilities. It also proposed granting KTEM, Temple, Tex., authority to increase to fulltime, using 100 watts night and 250 watts day in lieu of its present 250-watt daytime operation.

Denials were proposed on the applications of Moody Bible Institute, Chicgao, for authority to construct a new noncommercial 100-watt educational station in the so-called "educational band", using 41.3 mc.; of WGTM, Wilson, N. C., seeking to operate with 500 watts daytime on 1240 kc. in lieu of its present 100-watt daytime assignment on 1310 kc.; of WOMI, Owensboro, Ky., seeking 100 watts night and 250 watts day on 1200 kc. in lieu of its present assignment with the same power on 1500 kc.

WHEN KDKA held its 10th annual Kickers Handicap Golf Tournament at Pittsburgh's Westmoreland Club June 16, Manager Sherman Gregory (left) invited Manager Leonard Kapner of WCAE (center) and Manager Frank Smith of WWSW as his personal guests. Announcer Dave Garroway, twice municipal champion of St. Louis, won with a low gross of 78. KDKA Entertainer Pat Haley was first in the handicap, Manager Smith of WWSW second and KDKA Staff Pianist Aneurin Bodycombe third. In the putting contest, the winning KDKA foursome comprised Music Director Maurice Spitalny, Saxophonist Charles Fisher, Announcer Bob Shield and Manager Gregory. Most unique individual record was achieved by W. B. Gill, KDKA promotion man, with the highest score (153) in the tourney, despite a 14-foot putt, longest drive, and a 4 on a par 3 hole.

NBC Program Depicts World Affairs Coverage

HOW WORLD affairs are covered by NBC was to be discussed for the audience in a special five-way transatlantic hookup June 30 on Alma Kitchell's *ABC of NBC* program on the Blue network, 7:45-8 p. m. (EDST). The program is one of a series designed to give radio audiences a background of radio operations.

Speaking from their own headquarters in Europe, the NBC foreign correspondents were to be interviewed from New York by Miss Kitchell and Announcer Bill Farran. Those to be interviewed, each of whom will be able to hear the other during the broadcast, were Frederick Bate, from London; Paul Archinard, from Paris; Max Jordan, from Basle, Switzerland, and H. V. Baukhage, from Washington.

THE FCC on June 15 made final its proposed order denying the application of Pillar of Fire, church organization operating WAWZ, Zarephath, N. J., for authority to erect a new international shortwave station using 5,000 watts on 6080, 11830 and 17780 kc.

NBC on July 6 will start the second consecutive season of weekly summer concert broadcasts by the Toronto Promenade Symphony Orchestra, under the direction of Reginald Stewart.

Unusual FACILITIES

ADVERTISING agencies and advertisers are fast learning that the Hooper-Holmes Bureau is a very unusual organization in market research.

Because of our size and the fact that a large staff of well-trained experienced full-time men work under the supervision of 80 Branch Offices, we are constantly doing work for clients which cannot be considered market research in the ordinary sense.

For instance, at present we are engaged in collecting for a large drug manufacturer samples of the product sold as his in thousands of drug stores.

Not long ago for a plumbing association dreds of plumbing establishments all over the dreds of plumbing establishments all over the country.

For a magazine publisher we checked with 500 subscribers the extent to which they had observed and read 80 editorial articles in a current issue.

We have pre-tested much advertising copy with consumer juries in many cities in thousands of cases.

For a magazine publisher we interviewed and obtained the history of a group of people who had answered a specific advertisement.

For another manufacturer we checked in many very small towns the audience reception and position on the theatre program of a series of his "minute movies", which resulted in making several changes in these movies.

Also, for another advertising agency we have checked the authors of many testimonials.

Whatever the problems of your business may be in relation to the public, you should discuss them with us.

★

WHAT IS THE HOOPER-HOLMES BUREAU?

For 40 years (since 1899) this Bureau has been making confidential reports to insurance companies on applicants for all kinds of insurance. Most of these are made and written by trained Inspectors, all of whom are full-time men. Their work is supervised by 80 Branch Offices. They regularly cover 11,140 cities and towns in their insurance work and their efforts are supplemented by 55,000 part-time correspondents.

Address all inquiries to Market Research Division, Chester E. Haring, Director.

THE HOOPER-HOLMES BUREAU, INC.

102 MAIDEN LANE, NEW YORK

Dear Lang-Worth

... but aside from the

We are not guessing about the value of Lang-Worth Service to WMEX. Our listeners write and tell us they thoroughly enjoy these programs . . .
WM. S. POTE — WMEX

We are delighted with our Lang-Worth Library. Regardless of what library service a station is taking, it should behoove every station man to take the Lang-Worth Service . . .
E. K. CARGILL — WMAZ

My program department is genuinely enthusiastic about Lang-Worth Service and I heartily concur. Without question the style, quality and distinct individuality of Lang-Worth transcriptions supplies a welcomed snap, sparkle and stimulant that brightens up our whole schedule and which has very definitely won the approval of our audience . . .
LAMBDIN KAY — WSB

Here at WLVA, Lang-Worth progra
receive more than their share of pra
from the listening audience. We ha
ever run a Lang-Worth program wi
out getting many telephone calls a
letters praising its general excelle

I heartily recommend the Lang-Wo
Library to all my broadcaster frie
first, because I believe that money w
not buy better transcribed programs a
secondly, because Lang-Worth does of
a real answer to the ASCAP questi
that the locals cannot afford to ov
look . . .
EDWARD A. ALLEN — WLV

Here is concrete evidence of Lang-Worth's value, purely from a program standpoint. Your continuity "The Adventures of the Little Tin Soldier" is doing a fine job for Kennedy Dairy and neighborhood Kennedy Dairy Stores. The Fleeger-Withrow Company has renewed several times "Folio of Familiar Music," made up entirely of Lang-Worth selections. Two sustaining programs using Lang-Worth entirely have received the highest praise and the most complimentary comments. They are both Sunday features — "Concert Melodies" and "The Sunday Salon Hour" . . .
W. C. McKELLAR — WSAZ

Lang-Worth Planned Program service is one of our assets of value. The programming is well done and the fact that they can be used for an entire 15 minutes without a station announcer makes them doubly valuable . . .
R. H. MALCOMSON — WTAD

We have used Lang-Worth music on several commercial programs with excellent results. We feel that it is just a question of the public hearing Lang-Worth selections several times before they will be among the most popular on our station . . .
H. P. JOHNSTON — WSGN

The selection of numbers in the Lang-Worth transcription library service is excellent. We feel they certainly must enhance the program standards of any station where they are used . . .
R. G. MATHESON — WHDH

We are using your Library about five hours daily and the arrangements, talent, recording and compositions are all that any one could ask. KDFN is thoroughly sold . . .
D. L. HATHAWAY — KDFN

We here at WCAO have found your recordings of excellent technical quality and the orchestral quality is all that any one could wish . . .
GORDON A. SCHEIHING — WCAO

When WIBW acquired Lang-Worth the idea of protection was foremost. I never dreamed of the programming possibilities. But in the short time we have had the Service, Lang-Worth recordings have met with flattering audience response—and that applies both to commercial and sustaining programs . . .
BEN LUDY — WIBW

When we purchased Lang-Worth we really did not want another transcription service—we did it to help a cause. I am pleased to report that we now feel that it is one of the best services we have . . .
JACK DRAUGHON — WSIX

We are using three hours weekly of Lang-Worth music on commercial and sustaining programs. The fact that your service offers security against higher music tax plus immediate practicability makes it an invaluable asset to our library . . .
FRANK BURKE — KFVD

Almost without exception we find the arrangements and interpretations of Lang-Worth equal to or better than those of other services . . .
A. E. RICHMOND — KGCX

One of our outstanding commercial sho
is the "Highlander Stag Party"—a h
hour for men sponsored by the M
soula Brewery Company. We have be
able to select from the Lang-Wo
Library exactly the type of music
need and have been able to make th
popular full hour commercial the equ
in artistry and appeal of any netwo
show . . .
A. J. MOSBY — KGV

I think you should be interested
knowing that WQDM has three quart
hour programs every day and one ha
hour feature every Sunday built entir
from Lang-Worth transcriptions. F
mail convinces us that these progra
are highly popular . . .
G. S. WASSER — WQDM

Lang-Worth music is sufficiently diver
fied so we are able to use the transcrip
tions on many styles of programs, bo
sponsored and sustaining . . .
FRANK E. HURT — KFXD

In my opinion, managers of any statio
large or small, who pass up the Lang
Worth Service are missing the biggest
bet in musical electrical transcription . . .
BOB PRIEBE — KRSC

We are using your Lang-Worth tran
scriptions with marked success and wish
to compliment you on providing this
source of tax free music . . .
R. H. MASON — WPTF

"TAX FREE" angle !!

Although we have just subscribed to Lang-Worth Service results have already taken fat beyond our fondest expectations. Audience response is splendid and several prospective sponsors are keenly interested . . .
ARTHUR SIMON — WPEN

The Philadelphia Evening Ledger has just renewed its contract for the third year on WDAS. The music featured on their program is Lang-Worth . . .
JERRY STONE — WDAS

Although we have used Lang-Worth for but a short time we already realize the place it will fill in future program schedules. The wide variety of musical units give us something substantial to offer advertisers . . .
JOHN BALLARD — KGNC

Lang-Worth transcriptions are used exclusively in our daily program "Concert Miniature." All in all we find the NAB-Lang-Worth Plan of great value . . .
CAMPBELL ARNOUX — WTAR

The high calibre and great flexibility of the Lang-Worth transcriptions is completely refreshing and highly desirable from a program standpoint . . .
MARTIN CAMPBELL — WFAA

Even disregarding the tax-free feature, which can eventually pay every broadcaster dividends, the NAB-Lang-Worth library service is the biggest value in the transcription field today . . .
ED CRANEY — KGIR

Lang-Worth holds an important position in the field of Radio. It is in the front line of the fight against music racketeering. We use it constantly for many local productions and believe that stations everywhere should take advantage of the service . . .
ROGAN JONES — KVOS

WMFJ has been a subscriber to Lang-Worth since its inception and we have had splendid results with the Service, both for commercial and sustaining programs . . .
W. WRIGHT ESCH — WMFJ

Lang-Worth plays an important part on WWRL's commercial and sustaining program schedules . . .
"BILL" REUMAN — WWRL

We are happy to report that we have many popular and classical programs, featuring the Lang-Worth Library, that have been described by our audience as excellent and fascinating entertainment.
H. KICZALES — WOV

Although we have had your service but 30 days we have already sold one 15-minute program of your band music which has received a lot of favorable comment . . .
C. P. SCOTT — KTKC

Lang-Worth plays a most important part in both our commercial and sustaining programming. We are convinced that this reservoir of excellent and varied transcribed music should be in the library of every station . . .
W. E. HUTCHINSON — WAAF

We have used Lang-Worth on KOIN-KALE from the beginning. We frequently use it on commercial programs and it is at present a feature of our "Luncheon Concert" on KALE which is one of our outstanding commercial successes . . .
"CHUCK" MYERS — KOIN-KALE

We have found Lang-Worth very flexible and we are using the Library daily on commercial and sustaining programs. We consider Lang-Worth one of our best investments . . .
A. S. FOSTER — WEW

Lang-Worth music fills a definite place in the program schedule of any station. It is the sort of music listeners like. We recently sold a program of exclusive Lang-Worth music to one of our best accounts in competition with other musical and dramatic shows . . .
A. M. MacGREGOR — WJBC

We are sold on Lang-Worth. Keep it up . . .
STORM WHALEY — KUOA

We have used the Lang-Worth Program Service ever since it started and it has been consistently high in quality from a technical as well as an entertaining standpoint . . .
VIRGIL V. EVANS — WSPA

We like our Lang-Worth Library Service. Our station is using it with good results . . .
M. A. MULROONY — KGU

The originality and freshness of Lang-Worth's musical arrangements has caught the attention of program sponsors who are continually requesting that Lang-Worth music be included in their programs . . .
CARL E. HAYMOND — KMO

We are more than pleased to report splendid success with Lang-Worth transcriptions . . .
R. J. COLEMAN — WKAR

We have been very successful in selling programs made from Lang-Worth Service to our advertisers . . .
M. H. BONEBRAKE — KOCY

Mr. Eggleston, our Program Manager, reports that he is thoroughly satisfied with quality and selections in the Lang-Worth Library. He is particularly pleased with the idea of a 15-minute Planned program providing a recorded announcer for the musical selections . . .
ARTHUR CHURCH — KMBC

Our Lang-Worth Library is being used consistently on three of our daily commercial programs — "Musical Clock," "Midday Melodies," "Chapel Serenade." The quality of the transcriptions is comparable to anything we have used or are now using . . .
JOHN J. GILLIN — WOW

We were most enthusiastic about Lang-Worth recordings when we auditioned them before putting them on the air. However, the reception given to these programs by our listeners has exceeded our expectations . . .
JUAN PIZA — WNEL

Your Planned Program Service has become an essential part of our operations — like the transmitter or antenna . . .
ELLIS ATTEBERRY — KCKN

We are very pleased with the Lang-Worth Planned Program Service at Grand Forks . . .
DALTON LeMASURIER — KFJM

I know you will be pleased to learn that we have received most favorable comments from listeners on the Lang-Worth Planned Program Service. As a matter of fact, now that we have Lang-Worth, we don't see how we got along without it all this time . . .
H. W. SLAVICK — WMC

We have a number of commercial periods that are programmed entirely from our Lang-Worth Library—in fact, it is the only transcription service we have found it necessary to use . . .
J. ELROY McCAW — KELA

The variety of programs included in the Lang-Worth Service is very broad and the performance of highest standard. We have scheduled a number of your programs for regular daily broadcast and have been successful in commercializing some. Lang-Worth has given us an additional source of revenue.
BOB ALBURTY — WHBQ

The quality of your transcribed material is comparable to the finest available and the filing system that accompanies the service is a joy to the most exacting program director . . .
RALPH BRUNTON — KJBS

One of the strongest points in favor of your transcription library is the "complete program" idea. We particularly wish to compliment you on the quality of the band music . . .
HUGH B. TERRY — KVOR

WKBN is using your service daily. We believe your Feature programs fill a very definite need in the Broadcast Industry and deserve the support of every one in the Radio fraternity . . .
W. P. WILLIAMSON, Jr. — WKBN

We find your service to be unusual—particularly with regard to arrangements. The chorus arrangements and dance interpretations are both novel and different. The inclusion of the announcer's voice on the transcription is another point in favor of Lang-Worth . . .
WM. T. KNIGHT, Jr. — WTOC

May I pass on the opinion of our staff that the quality and the reproduction of Lang-Worth transcriptions is excellent.
MADELINE ENSIGN — WOL

We praise your service highly—musical content, variety of selections, and the very advantageous flexibility in program building make us enthusiastic in using Lang-Worth . . .
ARTHUR L. BRIGHT — KFPY

LANG-WORTH FEATURE PROGRAMS

420 MADISON AVENUE • NEW YORK, N. Y.

Originators and largest producers of tax-free musical recordings . . . on exhibit NAB Convention . . . Hotel Ambassador, Atlantic City, July 10th to 14th, 1939

L-W

Most Popular Radio Stars Picked in Fan Poll . . . .

ON THE BASIS of 729,000 votes cast in its 1939 radio popularity contest, concluded in mid-June, the fan weekly *Radio Guide* picks Nelson Eddy as the "Star of Stars" of American radio, with a rating of 24.2% as against 15.9% for Jessica Dragonette, second; Edgar Bergen, 12.6% third; Jack Benny, 12.4% fourth.

The tabulations are broken down into 23 classifications, in addition to the "star of star" ratings, covering all types of performers and various categories of productions. Percentage rankings are given the 12 leaders in each classification, 100% being the total which is divided up according to individual ratings.

Most of the voting covers national network stars and shows, but one classification is devoted to programs not on networks, in which the *Zeke Manners Gang* on WMCA, New York, received by far the highest ranking.

The final ratings in each group of 12 follow:

Star of Stars—Nelson Eddy, 24.2; Jessica Dragonette, 15.9; Edgar Bergen (Charlie McCarthy), 12.6; Jack Benny, 12.4; Don Ameche, 10.6; Bing Crosby, 10.5; Lanny Ross, 3.9; Joan Blaine, 2.3; Orson Welles, 2.1; Jack Baker, 1.9; Rudy Vallee, 1.5; Kate Smith, 1.4.

Man Singer of Popular Songs—Bing Crosby, 36.1; Kenny Baker, 27.0; Lanny Ross, 10.7; Don Ameche, 6.3; Jack Baker, 4.7; Frank Parker, 3.7; Rudy Vallee, 3.6; Dick Powell, 2.2; Jerry Cooper, 1.7; Harry Babbitt, 1.4; Frank Munn, 0.9; Skinny Ennis, 0.6.

Musical Program—Ford Sunday Evening Hour, 34.3; Waltz Time, 14.1; Hit Parade, 10.5; Voice of Firestone, 7.5; N. Y. Philharmonic, 6.4; 99 Men and a Girl, 6.2; American Album of Familiar Music, 5.7; Manhattan Merry-Go-Round, 4.3; NBC Symphony, 3.3; Metropolitan Opera, 2.5; Radio City Music Hall, 2.4; Cities Service Concert, 2.1.

Woman Singer of Classical Songs—Margaret Speaks, 23.4; Jessica Dragonette, 22.1; Gladys Swarthout, 10.9; Jeanette MacDonald, 9.5; Miliza Korjus, 8.8; Jean Dickenson, 7.7; Lucille Manners, 7.0; Lily Pons, 3.7; Grace Moore, 2.2; Rose Bampton, 1.9; Kirsten Flagstad, 1.8; Muriel Wilson, 0.9.

Woman Singer of Popular Songs—Kate Smith, 36.6; Frances Langford, 20.1; Virginia Simms, 13.5; Dorothy Lamour, 13.3; Hildegarde, 4.6; Annette King, 3.8; Judy Starr, 1.5; Fran Allison, 1.4; Joan Edwards, 1.3; Kay St. Germain, 1.2; Connie Boswell, 1.1; Muriel Wilson, 1.1.

Man Singer of Classical Songs—Nelson Eddy, 54.3; Richard Crooks, 10.8; Lawrence Tibbett, 9.6; John Carter, 6.8; Donald Dickson, 6.1; Lanny Ross, 6.0; John Charles Thomas, 1.7; Jack Baker, 1.2; Frank Munn, 0.9; Fred Hufsmith, 0.7; Lauritz Melchior, 0.6; James Melton, 0.6.

Announcers—Don Wilson, 28.4; Ken Carpenter, 21.8; Milton J. Cross, 15.9; Harry VonZell, 6.7; Graham McNamee, 5.9; Ford Bond, 5.8; Ted Husing, 3.8; Ken Niles, 2.8; Ralph Edwards, 2.5; Bob Brown, 2.3; Ben Grauer, 1.9; Fred Uttal, 1.6.

Man Commentator—Lowell Thomas, 33.8; Walter Winchell, 15.3; H. V. Kaltenborn, 14.8; Boake Carter, 10.6; Jimmie Fidler, 9.4; Edwin C. Hill, 9.3; Paul Sullivan, 2.7; Fort Pearson, 1.1; Gabriel Heatter, 0.9; Fulton Lewis jr., 0.6; Deems Taylor, 0.5; Bob Trout, 0.5.

Comedian—Bergen-McCarthy, 39.1; Jack Benny, 23.1; Bob Hope, 9.8; Eddie Cantor, 7.6; Fibber McGee, 7.2; Fred Allen, 4.8; Bob Burns, 3.0; Abbott & Costello, 1.8; Al Pearce, 1.1; Ransom Sherman, 0.8; Frank Morgan, 0.7; Robert Benchley, 0.4.

Radio Actor—Don Ameche, 45.1; Orson Welles, 17.3; Les Tremayne, 9.6; Charles Boyer, 9.3; Edward G. Robinson, 4.0; Hugh Studebaker, 2.7; Raymond Johnson, 2.5; Phil Lord, 2.3; Lanny Ross, 2.2; Martin Gabel, 1.3; Pat Murphy, 1.2; Michael Raffetto, 1.0.

Woman Commentator—Dorothy Thompson, 57.2; Kate Smith, 28.3; Mary Margaret McBride, 9.4; Kathryn Cravens, 2.5; Eleanor Roosevelt, 1.5; Hedda Hopper, 0.4; Nellie Revell, 0.1; Adelaide Hawley, 0.1; Dorothy Parker, 0.1; Elizabeth Arnold, 0.1; Lisa Sergio, 0.1; Radie Harris, 0.1.

Dramatic Program—Lux Radio Theater, 30.5; One Man's Family 28.5; Campbell Playhouse, 11.6; Big Town, 7.7; First Nighter, 7.2; Vic & Sade, 4.7; Woodbury Playhouse, 3.2; Silver Theater, 2.2; Second Husband, 1.6; Bachelor's Children, 0.9; Big Sister, 0.8; Guiding Light, 0.6.

Radio Actress—Claire Trevor, 23.8; Barbara Luddy, 18.3; Joan Blaine, 14.2; Alice Frost, 8.8; Helen Menken, 8.3; Helen Hayes, 8.0; Anne Seymour, 5.8; Betty Winkler, 4.3; Kathleen Wilson, 4.2; Patricia Dunlap, 1.6; Irene Rich, 1.2; Marjorie Hannan, 1.2.

Audience Participation—Kay Kyser's Klass, 42.0; Information Please, 26.5; Battle of the Sexes, 12.2; Professor Quiz, 7.5; True or False, 3.8; Vox Pop, 3.1; Ask-It-Basket, 1.4; We, the People, 0.9; Uncle Jim's Question Bee, 0.8; Hobby Lobby, 0.4; What My Name?, 0.4; Dr. I. Q., 0.4.

Variety Program—Chase & Sanborn, 36.3; Kraft Music Hall, 15.9; Good News, 10.7; Kate Smith, 7.6; Magic Key, 6.3; Breakfast Club, 6.2; Jello, 5.2; Rudy Vallee Hour, 5.0; Circle, 2.8; Texaco Star Theater, 1.4; Town Hall Tonight, 1.2; Fibber McGee & Molly, 0.7.

Master of Ceremonies—Don Ameche, 36.5; Bing Crosby, 19.9; Don McNeill, 13.9; Robert Young, 11.9; Jack Benny, 4.9; Dick Powell, 3.4; Rudy Vallee, 2.4; Fred Allen, 1.5; Walter O'Keefe, 1.5; Clifton Fadiman, 1.2; Ransom Sherman, 1.1; Basil Rathbone, 0.9.

Children's Programs—Lone Ranger, 23.6; Ireene Wicker's Musical Plays, 20.1; Coast to Coast on a Bus, 17.1; Let's Pretend, 16.1; Little Orphan Annie, 5.2; Dick Tracy, 4.3; Malcolm Claire, 3.5; Don Winslow of the Navy, 2.9; Kaltenmeyer's Kindergarten, 2.8; Jack Armstrong, 1.9; Horn & Hardart's Children's Hour, 1.0; March of Games, 1.0.

Educational Programs—American School of the Air, 27.9; Great Plays, 13.2; Music Appreciation Hour, 13.0; World Is Yours, 12.7; America's Town Meeting, 10.4; U. of C. Round Table Discussion, 8.3; Information Please, 3.4; Men Against Death, 2.6; Cavalcade of America, 2.2; People's Platform, 2.1; National Farm & Home Hour, 2.0; Nation's School of the Air, 1.2.

Serial Dramatic Program—One Man's Family, 49.2; Big Sister, 10.2; Bachelor's Children, 8.7; Guiding Light, 6.4; Road of Life, 6.0; Valiant Lady, 3.3; Life Can Be Beautiful, 3.0; Betty and Bob, 2.8; Girl Alone, 2.7; Mary Marlin, 2.5; Vic & Sade, 2.4; Second Husband, 2.1.

Dance Orchestra—Wayne King, 35.6; Guy Lombardo, 20.9; Horace Heidt, 15.4; Kay Kyser, 11.2; Eddie Duchin, 4.7; Hal Kemp, 3.0; Sammy Kaye, 2.3; Rudy Vallee, 1.6; Paul Whiteman, 1.4; Abe Lyman, 1.3; Tommy Dorsey, 1.2; Richard Himber, 1.1.

Swing Band—Artie Shaw, 26.6; Benny Goodman, 22.9; Tommy Dorsey, 18.9; Kay Kyser, 13.1; Bob Crosby, 7.0; Larry Clinton, 6.6; Gene Krupa, 1.9; Sammy Kaye, 0.9; Henry Busse, 0.5; Phil Harris, 0.4; Jimmy Dorsey, 0.3; Raymond Scott, 0.3.

Swing Instrumentalist—Tommy Dorsey, 32.3; Artie Shaw, 23.1; Gene Krupa, 18.9; Benny Goodman, 12.5; Henry Busse, 6.1; Jimmy Dorsey, 3.5; Harry James, 0.8; Ray Bauduc, 0.7; Eddie Duchin, 0.5; Milt Herth, 0.5; Stuff Smith, 0.3; Kay Kyser, 0.2.

Swing Singer—Bea Wain, 32.1; Martha Raye, 15.9; Martha Tilton, 12.8; Virginia Simms, 12.1; Edythe Wright, 8.5; Mildred Bailey, 7.7; Ella Fitzgerald, 4.3; Maxine Sullivan, 1.8; Marion Mann, 1.3; Sully Mason, 1.2; Connie Boswell, 1.0; Judy Garland, 0.8.

Programs Not on Networks—Zeke Manners Gang, WMCA, New York, 25.2; Hank Lawson & the Bums, WEEU, Reading, Pa., 9.8; Wayside Theater, WBBM, Chicago, 9.7; History in the Making, WBBM, 9.4; Memory Baseball, KFYR, Bismarck, N. D., 6.9; Number Please, WJR, Detroit, 6.5; Night Watch, WIND, Gary, Ind., 6.0; Bernie Armstrong, KDKA, Pittsburgh, 5.6; Mad Hatterfields, WLW, Cincinnati, 5.4; Supper Time Frolics, WJJD, Chicago, 5.3; Nine-Twenty Club, WORL, Boston, 5.0; Bradley Kincaid, WGY, Schenectady, 4.5.

WNBX, Springfield, Vt., one of the group of stations operated by Col. Harry C. Wilder, director of WSYR, Syracuse, will be moved into Keene, N. H., which has a population of 14,000, if the FCC grants an application filed June 16.

KSD
in St. Louis
NBC
RED NETWORK
Summer Sales Results
For KSD Sponsors
KSD summer contract time volume continues to grow. July volume booked shows an increase of 25% over a year ago, which indicates this will be the greatest summer volume record in the history of Station KSD.
Use KSD to develop summer sales profitably.
INQUIRIES INVITED
The Distinguished Broadcasting Station
Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

(SCENE I)

THE SHRINKING VIOLET (of all things!)

(SCENE II)
Tide Enters

says TIDE

"Fair Ball

There must be an average of well over half a dozen radio stations in cities large enough to support big league baseball teams. (This is a guess, but we'll bet on it.) It is only natural, therefore, that those stations which are selected by baseball sponsors should do a little crowing. In the simple fact of their selection is material for the rarest of all promotion . . . competitive promotion that is also legitimate and effective. The only stations that have sent us samples, however, are **"**

. . . well WABC and WBBM did; but WJSV did not

(FINALE)
The Crowing Scene

WJSV is *the* baseball station in Washington . . . 5 consecutive years . . . sponsored by People's Drug Stores, General Mills . . . With Arch McDonald (who left WJSV this year to take over the choice WABC assignment in the Yanks and Giants ball parks) . . . The games are now handled by baseball's "big train"—Walter Johnson himself. • And, of course, WJSV carries more local and national spot advertising than any other Washington radio station.

WJSV COLUMBIA'S STATION FOR THE NATION'S CAPITAL

Owned and operated by Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, Detroit, St. Louis, Cincinnati, Charlotte, N. C., Los Angeles, San Francisco

Women's Place in Radio Advertising

Writing and Directing Provide a Fertile Field for Females

By **BETTY PARKER**
KYW, Philadelphia

RADIO has developed a new writing technic, especially as regards the advertising announcements called "commercials."

The commercial is an advertisement without the advantage of layout, type, or illustration. It is a spoken advertisement, but is written out like any piece of copy, and okayed by the advertiser and the studio by which it is to be broadcast.

The general rule on network programs is that commercials shall not exceed 10 per cent of program time. The radio advertiser, therefore spends 90 per cent of his money to entertain or instruct you and only 10 per cent to advertise his product. This makes the writing of the commercial all the more of a responsibility.

How Radio Differs

There are four ways in which the radio differs from other forms of advertising:

1. Radio is the only medium in which the entire responsibility is placed on the advertiser; that is, he furnishes the editorial content (the program) of this magazine of the air and he also furnishes the advertising.

2. You cannot guarantee an audience. The dials turn both ways and so does the switch. The listener has his choice of other programs or he may choose not to listen at all.

3. There are no space elements such as agate lines, columns, or pages; time is the unit involved and it is bought by the minute; even by the second. Cost depends too, on when the time occurs. Evening time costs twice as much as day time and Sunday afternoon costs two-thirds as much as evening.

4. Spoken words are used instead of printed words, and sound effects replace illustration and color. The spoken word conveys a person-to-person intimacy not obtainable with type and illustration. The radio is a human, friendly, informal medium.

Program broadcasting started about 1920 and regular advertising announcements about 1923. The earliest radio department in an advertising agency was established in 1923. But the first real "plug" (a radio term meaning to talk-up a product over the air) is said to have occurred in 1919 and advertised a music store. The story goes that some phonograph records were borrowed to use in a broadcast and the music store proprietor was publicly thanked and his shop commended.

Some of the first commercials were as brief as those with which we are familiar today. Others were long and deadly bores, although it is possible to have long commercials which are interest-holding to the final syllable . . . that is one phase of writing good commercials.

But for the past ten years or so, short commercials injected three times into a 15-minute program . . . at the beginning, in the middle, and at the end . . . have formed a sort of standard practice in program building. Advertisers further identified their product names and trademarks by tying them up to their program talent. Examples of this were the Clicquot Club Eskimos, the little Eskimo being the trademark of Cliquot Club Ginger Ale, and the Ipana Troubadours who were described over the air as wearing red and yellow costumes to match the Ipana tooth paste tube.

Six Types of Commercials

Today there are six types of radio commercials, grouped under three classifications:

1. The straight announcement.
2. The dramatized announcement.
3. The continuity commercial.

1. *The straight announcement.* This is the type in which the announcer talks about the product of the sponsor before and after the feature presentation. A long program is broken by additional announcements.

2. *The dramatized announcement.* This includes all commercials in which other people are introduced. The types are:

(a) The personalized announcement—in which a personage is introduced to talk about the product.

(b) The dramatization of incidents featuring the product in use, or being purchased at the store.

(c) The personal endorsement, read or spoken by a person other than the announcer.

(d) The dialogue commercial, in which the announcer and another member of the cast chat informally about the product. It is increasingly popular to have the announcer a part of the show—and this is proving effective from the standpoint of the sponsors.

Writing Good Commercials

3. *The continuity commercial.* This type features the commercial woven naturally and easily into the program and is used to a great extent by commentators who, at carefully planned points, introduce their sponsors and products into the script.

Rules: Strictly speaking, there aren't any! That is, there are few rules so hard and fast that they can't, sometime, be broken with great effectiveness. The unexpected, or the complete departure from the usual form, can be just as effective in radio writing as it is in any other form of advertising. It should be remembered, however, that commercials are intended to *sell.* Therefore they may well comply with the standards set for other forms of advertising: they should *attract attention, stimulate desire, and impel action.*

BETTY PARKER

Slant: In writing commercials, think in terms of one person or one family, at home, relaxed, sitting in the living room. We speak of the "radio audience," but these persons are not a theater audience with their whole attention fixed on one object. They are neighbors on whom your words have come to pay a call, and the message must be so arresting that the duties and distractions of home life are forgotten. The commercial that enters the home on the air waves should be just as natural, sincere, and friendly as though it walked in at the front door and was welcomed by all the family.

Opener: The commercial rarely announces itself as such. The booming voice, bursting in with "Now let's talk about tomato catsup," is as unwelcome on the air as it would be back there in the family circle. Although, we repeat, there are no "rules," the good commercial may be said to blend into the program smoothly, without too abrupt a change from what has gone before. The opening sentence, which is the headline in this kind of copyrighting, may contain news, state a fact, arouse curiosity, or present a problem . . . which is subsequently solved through the medium of the advertised product.

Words and phrases: Words must be selected with relation to sound as well as to meaning. Words with too many syllables, or with harsh sounds, or the *s* words, are to be avoided since they do not contribute to smooth delivery. The finished message, to be read easily and forcefully, should contain easy-flowing words so that sentences are pleasing to the ear. Simple statements, divided into short sentences are the most effective. Precise, schoolbook sentence-structure is sacrificed to what is called "normal delivery" . . . that is, your normal, conversational manner of speaking.

Connectives: These are phrases borrowed from everyday conversation and used to connect different thoughts in the one commercial. Connectives should be employed freely; they may look superfluous in the written script but they assure an easy, natural style in the spoken version. Examples of connectives: "Now, this is all you do" . . . "However, if you prefer" . . . "In fact" . . . "And so" . . "As I have said before" . . .

Emphasis on the Name

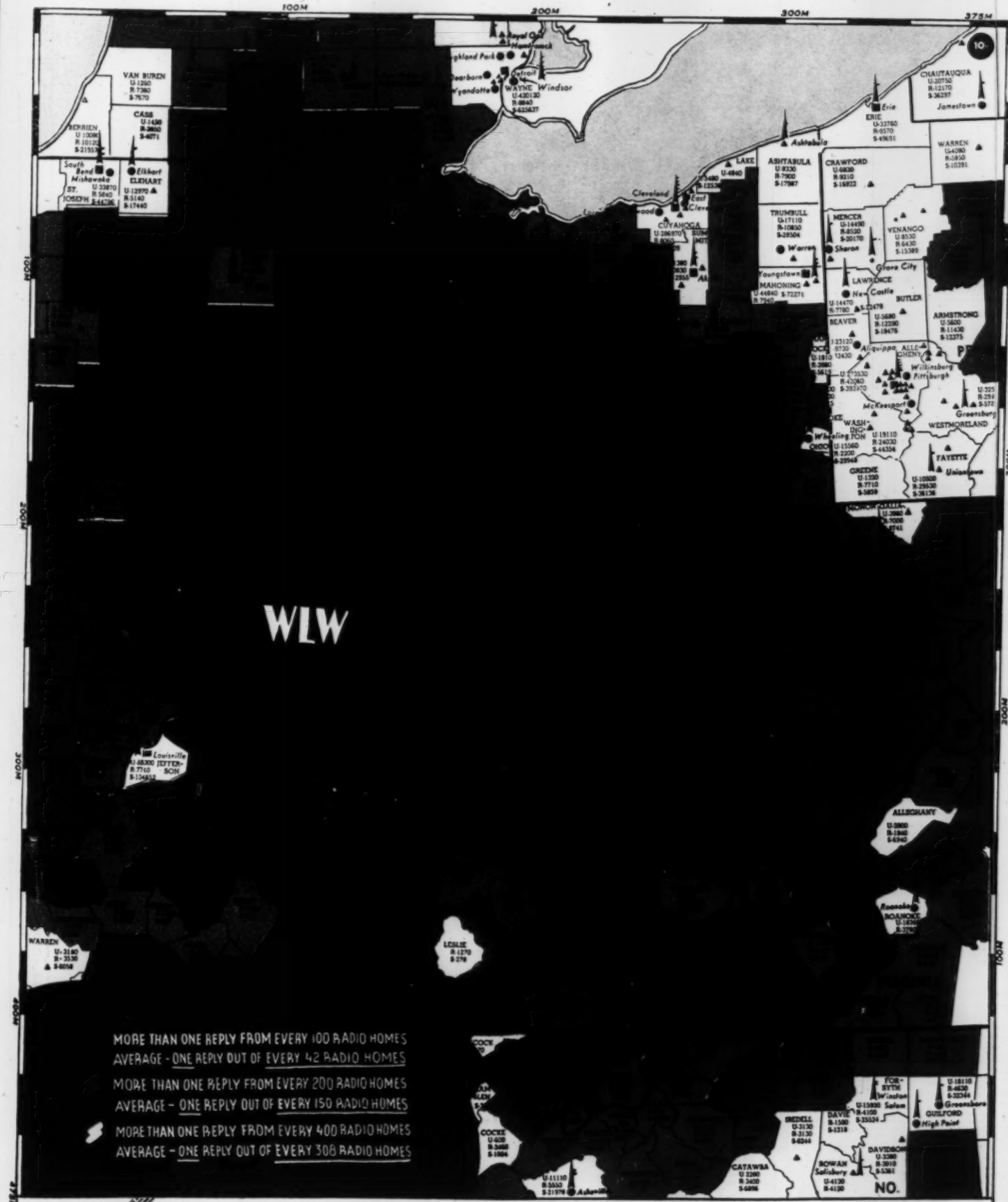
Details: As a rule, technical details and extended data about a product are left to printed literature. The best sales message concisely states a few simple facts and drives them home in every commercial. But if you have the time allotment for doing it, even a vacuum cleaner demonstration, with all its detail, could be handled on the air: dramatize it with several characters and sound effects of the switch, the motor, etc.

Repetition: Remember that in radio you have no name display, no illustration of the package, no trademark symbol . . . no way for the eye to help in registering the identity of the product. Therefore, inject the name of the product frequently, instead of saying "it" or "they". One name mention in every paragraph is not too much. Also, repeat for emphasis all directions and addresses, doing this in an easy, conversational manner with connectives. Remember that radio listeners constitute even more of a mass audience than do newspaper readers. There are radios in homes where the children and even some adults *cannot read.* Radio commercials, therefore, must be simple and explicit in the extreme.

Length: Commercials vary from a few words to several minutes in length . . . one minute equals 125 to 150 words. There are also chain-break plugs of 25 or 30 words between programs. Commercials often seem longer than they are because

(*Continued on page 51*)

IN STATION and agency executive posts are many women, but behind the mike there are many more. One of them, Betty Parker, director of the *KYW Home Forum* in Philadelphia, discusses the place of women in radio in a new book, Advertising Careers for Women, just published by Harper & Bros., New York. The book is a compilation of 22 lectures given last autumn under sponsorship of the Philadelphia Club of Advertising Women. It was compiled by Blanche Clair, the club's educational chairman, in collaboration with Dorothy Dignam, writer with N. W. Ayer & Son. Now read Miss Parker.



Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commission, May 1, 1939.

(SEE REVERSE SIDE)

4 GOOD REASONS WHY

. . . we believe the map on the reverse side of this page is vitally interesting:

1. It super-imposes a county outline coverage map upon a very interesting marketing map; a facsimile of the standard Broadcasting market map for this section of the country found elsewhere in this issue.

2. It clearly shows an audience intensity pattern based upon 74,209 requests for a postcard picture of the cast on one early morning program on WLW. The offer was made for one week.

3. The offer was made during the week of March 13 with WLW operating at 50,000 watts.

4. This map is not based upon a variable relationship in number of replies between a home county and other counties. The unit of intensity measurement for each degree of coverage is clearly stated.

Not included on this map are 68 counties of intense (red) coverage, 206 counties of very good (green) coverage, and 417 counties of regular (yellow) coverage.

Remembering that the percentage of radio sets tuned in before 8:30 in the morning is relatively small, we believe this picture will surprise other people as it has surprised us.

WLW—THE NATION'S STATION

FROM CAT CAY TO MAINE the piscatorial sport goes on, and the men of radio do their stuff. Left photograph was taken aboard the flagship *Mako* of the fleet fishing in the international giant tuna tournament off Cat Cay in the Bahamas Islands last month. Across the 50 miles of Gulf Stream between Miami and Cat Cay, a relay transmitter of WIOD, Miami, covered the news from the yacht, in which are (l to r) Thorne Donnelley, publisher and well-known figure in shortwave radio circles, owner of the 60-foot sailing yacht *Mako* and one of the judges; Sam Parker, WIOD announcer covering the tournament; Milton C. Scott Jr., WIOD chief engineer; Lou Wasey, president of Erwin, Wasey & Co., another judge. In photograph at right, Harold Fellows, manager of WEEI, Boston (r), with Crawford Tompkins, WEEI account executive, are posing their day's catch of bass taken in a Maine lake during their June vacation.

Seek New Yuma Station As KUMA Hearing Nears

WITH an FCC hearing set for July 24 on applications for reinstatement of the license of KUMA, Yuma, Ariz., 100-watt outlet on 1420 kc., another application for a new station in Yuma has been filed by Yuma Broadcasting Co., seeking 100 watts night and 250 day on 1210 kc. The company stockholders are KTAR Broadcasting Co., operating KTAR, Phoenix, and KTUC, Tucson, holding 45% of the stock; R. N. Campbell, attorney, 25%; D. Morgan Campbell, attorney, 15%; and John H. Huber, Yuma merchant, 15%. The hearing under present plans, will be held in Yuma, with an FCC member presiding.

KUMA is licensed to Dr. Albert H. Scherman, but in a decision of Feb. 20 the FCC ordered the station's license revoked, effective April 1, for allegedly making "false statements under oath to the effect that he [Dr. Scherman] was in actual control and operation of the said station, when in truth and in fact one E. B. Sturdivant was, and at all times since Feb. 1, 1934, has been in actual control and operation thereof."

Mr. Sturdivant, active operator of the station, has made application for the KUMA facilities. Meanwhile, on Dr. Scherman's request, the revocation order has been temporarily suspended pending hearing.

Utility Adopts Serial

STONE & WEBSTER Service Co., New York (electric utility), has approved and recommended to its 16 member companies in the United States the transcribed *Leisure House* serial for use in a mid-summer and fall campaign. Davis M. DeBard, executive of the firm was in Los Angeles during early June to personally check with Mertens & Price, producers of the 26 episode, quarter-hour serial.

THE FCC has entered a final order, effective June 15, granting WSNJ, Bridgeton, N. J., authority to increase from daytime to fulltime operation, using 100-250 watts on 1210 kc.

Women's Place in Radio

(Continued from page 48)

the copy is weak . . . either in content or in delivery. The listener has no choice but to listen or turn the program off . . . he cannot glance at it or hurry through it as is possible with a printed ad. And though commercials are getting shorter, many people have the impression that they are longer. That is possibly due to the contrast of the more entertaining programs available today. Surveys tell us only one thing in this respect: the interesting announcement seems shorter, though in many cases it is actually longer than one that is criticized for its length.

Feminine angle: As a woman writing commercials, do not use purely feminine terms and woman-to-woman intimacy in script that some big, burly-voiced announcer has to read! Even words and phrases which we, as women, consider of neuter gender may really sound gushy in masculine voice. This is just as grave an error as the man-written commercial addressed to women and filled with mechanical specifications! In writing commercials, consider who will receive the message and who will have to give it over the air.

Good Delivery

The spoken word commands attention. This fact, is evidenced by the number of traveling men on the road today. Firms spend thousands upon thousands of dollars sending salesmen — and saleswomen—to carry to customers personal messages which might easily be written in a letter. But it is known that the force and personality of the individual who delivers the message are factors in making sales. The same is true of radio advertising—the spoken word gets attention—and in order to receive the full value of the message the person who speaks it must be the proper type to deliver it correctly.

Just as the sales message so often blends with the tone of the entertainment, the voice conveying that message must conform to the type of product. A smooth and soothing tone is best suited for personal products; an intimate tone establishes confidence in institutional advertising; and a brisk, enthusiastic voice conveys a direct sales message with the necessary conviction to create confidence in the product advertised. Sincerity of delivery is as essential as sincerity of message. The radio, too, being the nearest approach to a personal call in the listener's home, must maintain a standard of tact, good manners and good taste.

In the foregoing, the writing of commercials has been treated as a separate and distinct continuity job. This is because *program* continuity is so largely in the hands of entertainment specialists . . . in a sense the program is "show business."

But commercials are advertising and, like advertising copy-writing, the message is based on the sales story of the product or on some special offer in connection with it. Commercials are often written in advertising agencies and followed the theme of the current national advertising on the same product. Or they may be written in radio studios, on the same typewriter that produces the program script.

But there is one type of broadcast in which the program continuity and the commercial are both written by the same person . . . and then delivered by her. This is the woman's program, and something you'll want to study in more detail if you contemplate a future in radio. The outline that follows should be supplemented by actually listening to as many women's programs as it is possible to dial from day to day.

The woman's program is known as a local commercial and is under a woman director who is on the station payroll. Its ulterior purpose is to widen the daytime audience of the station among homemakers, but it is also used to produce revenue through the sale of "participations." A participation is a commercial woven unobtrusively into a script as a part of the program. Our woman's program, the Home Forum, uses not more than three participations, featuring three advertisers, per daily broadcast.

The woman's program takes different forms at different stations. Sometimes it is devoted to food and homemaking; sometimes to fashions, home decorations, and the shops. A third type is a sort of society gossip column covering the events and personages of the town. Stations which have an auditorium usually arrange for one or two broadcasts per week to take place before an audience. These are called "visual" broadcasts. Our Home Forum is on the air daily, with a visual broadcast once a week.

Continuity Commercials

Since the director of the woman's program presents both the program and the commercial, the type of commercial which is *woven into* the continuity is particularly effective. Women usually like to know more than the bare name of a product and its price. They want to know something about it . . . especially from someone who has used the product.

Women buy by brand . . . that is an established fact. But first they must believe that the brand is worth trying. This belief is established by the recommendation of someone whose judgment they trust, and after they have tried the product themselves they continue to buy it if it meets their requirements. Radio advertisers are mainly concerned with getting women to *try* their products, and the continuity commercial can do this. It presents a common problem, analyzes it, and offers a solution. It talks to a woman in terms of her own experience.

The success of the program in any elaborate evening show is usually credited to the talent. But in the case of a woman's program the director is a vivid personality to her listeners. She is the program! It requires both tact and talent to please an unknown and uncertain group of feminine listeners, and women form a critical audience. For that reason the director's interests must cover a wide field so that she can be all things to all women.

Program Director's Job

The first impression of the outside world is that it must be agreeable, indeed, to receive a weekly salary for 15 or 30 minutes of broadcasting each day!

Nothing could be more misleading, for the actual delivery of the script is a minor consideration in so far as time and effort are concerned; although important in relation to the broadcast.

Program planning is the center of this job. You first draft a general plan on which the daily programs may pivot. Then they are planned out in advance and must

AGAIN
WHP O.K.'S LEHIGH PERFORMANCE
BY INSTALLING ANOTHER
LEHIGH
VERTICAL
RADIATOR
WHP has been established since 1924. Pioneering in the use of shunt-fed vertical radiators, Pennsylvania's largest station (outside of Philadelphia and Pittsburgh) again looks to Lehigh Radiators for satisfactory performance. This display of confidence is characteristic of all Lehigh installations. We are prepared to furnish the type antenna to suit your needs . . . insulated or grounded.
WHP has two 325 ft. Lehigh shunt-fed antennas near Harrisburg, Pa. WHP is Central Pennsylvania's pioneer chain station. First in Pennsylvania (outside of Philadelphia and Pittsburgh) to carry network programs. WHP will soon have its new Collins transmitter of 5000 watts day, 1000 watts night in operation and will be the largest station in Pennsylvania outside of Philadelphia and Pittsburgh.
RADIO DIVISION
LEHIGH STRUCTURAL STEEL CO.
17 BATTERY PLACE, NEW YORK, N. Y.
PLANT AT ALLENTOWN, PA.
OFFICES IN PRINCIPAL CITIES

be approved by the program department. Next, the script is written, including the subject matter, sound effects, and incidentals, and all the details of timing. This continuity must be accepted before it is presented on the air . . . that is, for an NBC station all script must be approved by the continuity acceptance department.

Then there is the problem of providing guest speakers, which give your program variety and new voices. These guest speakers are either interesting localites or personalities who are in the city for other engagements. In order to get hold of them for broadcasts you have to be out and about town, attending meetings, meeting people, knowing what is going on. And a guest speaker does not mean a day off for the woman's director . . . far from it. The program has to be all the more carefully planned for bringing in an outsider, since it is seldom possible to have a rehearsal with her.

Weekly Visual Broadcast

Most women's programs have at least one weekly broadcast before an audience. This usually includes a cooking demonstration or fashion show, and sometimes entertainment and guest stars. The auditorium program usually lasts for an hour or more, although the actual time you are on the air may not exceed 15 minutes.

Interviews take up a great deal of time. Dozens of people seem to have some activity or project they want to publicize over the air. And whenever the sales department asks you for a sample script on some product which they hope to sign up for participation on the program, they expect you to produce the script in a few hours!

The woman's program director must cooperate with the publicity department by sending in news items on her programs, for release to the daily papers. She must also be helpful to the sales promotion department and keep up her office records . . . which are reports with space for "comments" to be filled out by announcers and engineers after each broadcast.

Other routine work is heavy too. The menus or recipes, or both have to be worked out in detail for the cooking demonstrations before my visual presentation on Wednesdays. A large marketing list is made and supplies ordered. The program of the demonstration, including recipes, is mimeographed to be handed out to our guests.

Continuity for all programs is typed in quadruplicate; one script for me to hold in broadcasting, one for the guest or other "part" written into the script, one for the master file in the station, and one for the plant manager's office. I also maintain two correspondence files, a club file, and an information file in which I store interesting bits of subject matter for future programs. I am on the mailing list of many manufacturers and publicity directors and receive a great supply of printed matter, much of which is helpful and all of which I examine.

My reading is especially directed toward the current women's magazines and fashion journals for the news on style trends, food trends, beauty and homemaking. I also keep a weather eye on what our local shops are showing and pick up many program ideas at fashion shows.

CINDERELLA had nothing on Thora Taylor of Ogden, Utah, who recently won the title of Miss KLO in a personality contest conducted by that station. Miss KLO, a fashion model at night and an elevator operator by day, was sent to Hollywood where she was feted by radio celebrities for one week. She is pictured chatting with Don Wilson, NBC Hollywood announcer on the *Jack Benny Show* during a party given in her honor by Edgar Bergen of the *Chase & Sanborn* program.

Club Participation Program

The major part of my thought however, is given to the club plan which we use in connection with the visual broadcasts on Wednesday afternoons.

Our station has an auditorium that seats 200. Rather than issue a broadcast invitation to come and visit the studio, we set aside each Wednesday for a specific club group which is invited for that particular date. Letters are sent out to a list of club presidents, and those who are interested sign up for a date for their clubs. Invitation cards are issued for groups of not less than 50 and not over 200. On each card I fill in the name of the organization, the date and hour of the broadcast; and there is space for the guest to sign her own name and address, which she must do before turning in the card at the studio door. This gives us a live mailing list of women who have actually seen a visual broadcast and perhaps a demonstration of some product that is participating in it. The supply of these cards has to be sent to each club in time for distribution at the meeting prior to the broadcast date. Careful timing is even a factor in the executive branch of a broadcasting station.

The club is given a part in the afternoon's broadcast by allowing one of their members to speak for five to seven minutes on any phase of clubwork that is not for profit. Usually the talks are on philanthropic or educational work of the club, or a short history of the organization may be given.

To offset the long hours and hard work in a radio studio there is the pleasure of being more or less your own boss. I report directly to no one person each day . . . I come and go from the studio as

(*Continued on page 62*)

Change YOUR IDEAS

TIMES change. From the old emerges a greater, new idea. Radio has created a *new* market of 1,253,600 *families*. For the first time in advertising history Metropolitan Cleveland, the 27 great urban markets of the trading area, the 477 villages and towns, the 131,260 farms are all united in *one* compact listening and buying unit. All with the same daily needs, the same standards; all within easy steps of retail stores and *all* reached *simultaneously* by one single advertising medium . . WTAM, Cleveland, at the *lowest* cost per family.

WTAM
CLEVELAND

RED NETWORK *CLEAR CHANNEL* *1070 KC* *50,000 WATTS*

THE NATIONAL BROADCASTING COMPANY • A RADIO CORPORATION OF AMERICA SERVICE

PRODUCING
THE BEST
DAILY RADIO SERIALS

GUIDING LIGHT ROAD OF LIFE

WOMAN IN WHITE

IRNA PHILLIPS
Author and Script Supervisor

HOWARD KEEGAN
Production Director

STAFF WRITERS

Howard Keegan
John Young
Gertrude Prys

NEW SHOWS AVAILABLE

SPRINGTIME AND HARVEST
THE JOURNEY BACK
THIS IS MY LIFE
AN EXPERIENCE OF A LIFE TIME
STAR DUST

CARL WESTER & COMPANY
360 N. Michigan Avenue
CHICAGO

Loophole Claimed in ASCAP Contracts By Which Stations Pay Absorption Levy

DISCOVERY of a quirk in the current ASCAP contracts with broadcast stations resulting in substantial overpayment during the last four years, is claimed by Wilt Gunzendorfer, manager of KSRO, Santa Rosa, Cal., who proposes to raise the issue at the NAB convention in Atlantic City July 10-13.

Contending that broadcasters are paying ASCAP more than a 5% commercial fee, Mr. Gunzendorfer called for a clarification of the ASCAP contract provisions in any new arrangement made when current contracts expire in 1940 to rectify this error. He bases his contention on the observation that broadcasters absorb the 5% paid ASCAP in their rate cards, but have been paying the royalty on the gross rate rather than the rate minus the 5% ASCAP absorption levy.

He cited the case of a $2 spot announcement. Actually, the broadcaster has been paying 5% on that rate whereas his true rate is $1.90 since the 5% is absorbed in the rate structure, he held. What stations have been doing, he contended, is to pay "5% on the 5%".

Not Subject to Fee

Because advertisers complained about a separate 5% quotation for ASCAP music, when the present contracts became effective in 1935, Mr. Gunzendorfer said most stations decided to raise their rates and incorporate the royalty within the rate card. Thus, he contended, the additional 5% rate is not part of the rate structure of the station and therefore should not be subject to the ASCAP fee.

Going even beyond that, Mr. Gunzendorfer contended broadcasters should have charged ASCAP a fee to collect the 5% royalty from the advertiser. If ASCAP were forced to pay for collection agencies throughout the country as they are doing in the licensing of other groups, the cost would be substantial, he contended.

Explaining that he had "stumbled into this 5% on the 5%," Mr. Gunzendorfer said he had exchanged correspondence with E. C. Mills, ASCAP chairman, in which he stated that the interpretation placed on the agreement "is, to say the least, fantastic." Mr. Mills referred him to the language of the contract which he said was "perfectly plain and readable."

In reply to a further communication, from "Mr. Collins of ASCAP", Mr. Gunzendorfer said he was advised that the question whether the station is entitled to a credit on the 5% paid to the Society "depends upon the procedure which the station follows in billing the sponsor." The letter from Mr. Collins stated further:

"If you absorb the 5% payment you are not entitled to a deduction. On the other hand, if you charge the sponsor an additional 5%, in addition to the time charged in accordance with your rate card, then you would be entitled to such a deduction."

Contending that since 1935 broadcasters have been paying almost 0.5% more to ASCAP than the contract called for, Mr. Gunzendorfer said there was no question in his mind that if ASCAP allows stations to deduct a 15% agency commission it should also permit the 5% ASCAP commission deduction. If ASCAP last year collected from stations only $3,800,000, a rebate to broadcasters of better than $15,000 would be involved, under his computation, Mr. Gunzendorfer said. If the industry estimate that ASCAP is receiving a $5,000,000 fee is correct, then broadcasters would be entitled to a rebate of $25,000 for 1938, he said.

Declaring he proposed to raise this question at the Convention, Mr. Gunzendorfer asserted that during the last four years the "5% on the 5%" has amounted to close to $100,000 which has been overpaid ASCAP. He urged that in the new contract there should be a clear interpretation as to how the 5% is to be realized. The contract should not require 5% of the "net receipts" of the licensee for the sale of time, but should carry a deduction on the percentage paid ASCAP, he held. He also suggested a new definition for the term "net receipts from the sale of broadcasting facilities".

DEWEY LONG (left), manager of WSAI, Cincinnati, is congratulated by Mayor Stewart on the occasion of the station's 16th anniversary June 7. The mayor took part in a special program highlighting the station's development since it was founded in 1923 by the U. S. Playing Card Co. It was purchased by the Crosley Corp. in 1928.

Labor Charge Filed

E. F. PEFFER, owner of KGDM, Stockton, Cal., was charged with repeatedly failing to live up to a contract with the International Brotherhood of Electrical Workers Union, in a complaint recently filed with the National Labor Relations Board. A. S. Onweiler, business agent of the union, stated that charges are based on the discharge of members of the union employed at the station without just complaint and without calling it to the attention of a conference board set up in the agreement. It was charged that three union members have been dismissed since the labor organization entered into a contract last March. They are Robert Rush, an extra man; Ned Burman, announcer and operator and Wayne Worden, technician and maintenance man.

HAROLD THOMAS, operator of WATR, Waterbury, Conn., and WBRK, Pittsfield, Mass., has applied to the FCC for authority to erect a new station in Bridgeport, Conn., to operate with 100 watts night and 250 day on 1310 kc.

SENTENCED TO DIE!

December 1940 Date of Execution Unless Broadcasters Refute ASCAP Challenge With Tax Free Music

"BROADCASTING" IN ITS ISSUE OF APRIL 1st, SAID: "Coincident with the NAB meeting, it was interesting to note a couple of trial volleys from the ASCAP camp which to "old timers" were reminiscent of earlier negotiations. E. C. Mills, former ASCAP general manager, now chairman of its executive committee, loosed a typical broadside against "NAB stupidity;" purported NAB espousal of State anti-ASCAP laws (which is questioned by broadcasters themselves who have been seeking NAB support); and then, as always, threatened withdrawal of ASCAP music.

With 21 months to go before expiration of present contracts, NAB as industry negotiator is starting none too early. The copyright history of 1932 and 1935 should not be forgotten. In each instance, broadcasters, with their backs to the wall by virtue of division in their ranks, of "pre-negotiation" of contracts by certain groups and of discriminations openly practiced by ASCAP, found they were forced to accept its terms UNDER PAIN OF WITHDRAWAL OF PERFORMING RIGHTS.

It is fair to assume that ASCAP will be satisfied with its present royalty "take," variously reported as between $3,500,000 and $5,000,000 a year. BUT IT OBVIOUSLY WILL ASK FOR MORE. Broadcasters do not begrudge payment of royalties if they can do so under conditions which do not entail duress and under circumstances which would involve payment, only for what they use—NOT WHAT ASCAP DICTATES AS A "PRIVILEGE TAX."

Our Transcription Service Protects You!

It is the

Best Music Deal in America!

DAVIS & SCHWEGLER

Recorded Tax-Free

MUSIC LIBRARY

$53.28 per Month

64 New and Popular Tunes per Month

Service now available • Order your music library tax-free now

Outright sale - - not leased!

DAVIS & SCHWEGLER

1009 West Seventh Street Los Angeles, California

SEND FOR A SAMPLE TRANSCRIPTION . . . FREE!

Television Still Experimental and Local, RMA Warns in Prophesying Its Growth

RMA-NAB cooperation in selling the American system of broadcasting, and television were the highlights of the 15th annual convention of the Radio Manufacturer's Assn. held at Chicago's Stevens Hotel June 13-14. From Washington came Neville Miller, NAB president, and FCC Commissioner T. A. M. Craven to address the convention. Mr. Miller outlined the cooperative RMA-NAB campaign to which each has contributed $7,500 and emphasized the campaign's objectives in acquainting the public with the purposes and techniques of the competitive American radio system. He told the convention how more radio sets could be sold to the additional listeners acquired by the cooperative campaign, and stressed the effectiveness of "National Radio Week" in proving to the American public the extensive service features of American radio.

Directors' Statement

All eyes were on television and Commissioner Craven devoted his speech to a searching analysis of television's problem [BROADCASTING, June 15]. Significant was his statement that "Jobbers and others who sell broadcast receivers should know that while television is here in the early stages of practical technical development, it is not here and cannot be here for several years from the standpoint of stabilized operation of a real service on a nation-wide scale."

The RMA Board of Directors issued a special statement cautioning RMA members against accepting too quickly the conclusion that television will be broadcast nationally in the near future. The statement was made, the Board said, "because the inauguration of television in New York may arouse false and ungrounded hopes in the minds of the people throughout the country and because television has suffered from over-statement. Even where television is available, or may become available, it must be considered as a supplemental service to radio broadcasting, and for that reason will not render the modern radio receiving set obsolete any more than an airplane renders the modern automobile obsolete. They are and will be different types of services.

Limits to Service

"Television is something that those living in New York may now have in a limited way and a few additional stations are in prospect at the present time, while others will probably develop when a solution to the financial side of such broadcasting can be found. The experimental character of telecasting means that the programs will be on a trial basis and until experience has been gained in the kind of programs that are of real service to the public they cannot be broadly duplicated over many stations. These programs for some time to come will, of necessity, be limited at best to a few hours a day."

Owen in the *Norfolk* (Va.) *Virginian-Pilot*
"That television set cost me enough without you throwing pop bottles at the umpire!"

Albert S. Wells, president of Wells-Gardner & Co., Chicago, was reelected president of the RMA and Bond Geddes was reelected executive vice-president with John W. Van Allen reappointed as general counsel. Leslie F. Muter, president of The Muter Co., Chicago, was elected treasurer. The two new directors elected were Ernest Searing, president of International Resistance Co., Philadelphia, and Ray F. Sparrow, vice-president and sales manager of P. R. Mallory & Co., Indianapolis. Other directors who were reelected included: Ben Abrams, Powel Crosley, Jr., James S. Knowlson, E. F. McDonald Jr., Glenn W. Thompson, B. G. Erskine, H. E. Osmun, J. McWilliams Stone, J. J. Kahn, James C. Daley, Octave Blake.

In discussing the manufacturers problems before the convention, President Wells said that "business and labor are both victims of crushing taxation and government regulation" and urged RMA members to help "reestablish in the minds of everyone the consciousness that fundamental economic laws created from the beginning of time cannot be changed by wishful and illogical thinking. Business must proclaim the truth concerning itself and its proper relation to our political and economic life."

Miller Asks Cooperation

Neville Miller, president of the NAB, explained that with television on the horizon and facsimile already here, the broadcasting industry is going through a transition period requiring continued teamwork between the RMA and NAB. He pointed to success of last spring's Open House Week and prophesied that fall and winter promotion plans would be approved by both branches of the radio industry.

More than 10,000 persons attended the National Radio Parts Trade Show held in conjunction with the RMA convention. Interest was particularly keen in all exhibits of television equipment. RCA Mfg. Co. held a television demonstration in its Chicago offices during the convention, televising traffic along Lake Shore Drive and on June 20 opened a public television demonstration at Marshall Field & Co., Chicago department store. A glassed-in studio was constructed so the public might watch artists

(*Continued on page 64*)

Engineering Services for Radio Stations

Allocation Engineering • Frequency Surveys

Antenna Designs of all Types

Particular Consideration to Directional Characteristics

Counsel on Station Construction
Location of Station Sites

Equipment Studies • Engineering Advice

Field Intensity Measurements

General Communication Problems

Engineering Consultants
Before
Federal Communications Commission

McNARY and CHAMBERS

National Press Building • National 4048

WASHINGTON, D. C.

James C. McNary • Joe A. Chambers

SOMETHING MISSING!

AND YOU'LL NEVER FIND IT IN DATA BOOKS!

● This Market Data Edition of Broadcasting will prove a valuable addition to your data files . . . but you may surround yourself with all available reference books on listening areas, radio homes, rate structures or retail sales charts and you will still find yourself lacking in complete information for an accurate evaluation of radio station power, ranking and effectiveness.

Listening area studies, for example, fail to show the listener loyalty built up by WKY, KLZ or KVOR. Census books on buying power fail to prove the consistent, effective merchandising force these stations exert for sponsors day in and day out. Rate cards fail to reflect the power of these stations to win Variety's recognition year after year as the outstanding stations in their respective fields.

The story of WKY, KLZ and KVOR is one of perfect coordination of men, methods and machinery . . . too much alive to be filed away in any steel cabinet . . . too big to be measured by the usual yardsticks.

WKY
OKLAHOMA CITY
NBC ● 900 Kc.
"Show Place of the Southwest"

KVOR
COLORADO SPRINGS
CBS ● 1270 Kc.
"Home Station of Southern Colorado"

KLZ
DENVER
CBS ● 560 Kc.
"The Pioneer of the West"
Affiliated Management

THE OKLAHOMA PUBLISHING CO. ● THE DAILY OKLAHOMAN AND TIMES ● THE FARMER-STOCKMAN

Represented Nationally by The Katz Agency, Inc.

7 Reasons to see Weste
at the NAB

Step right up and see the
NEW 1KW TRANSMITTER
—a triumph of functional design! It's radically different in layout and appearance!
Have you heard about the
NEW TURNTABLE?
It's the 1300A equipment—includes the 9A reproducer for vertical or lateral cut records.
This way folks, to see the
NEW VACUUM TUBES!
—a great array of latest types, including the 357 used in the final amplifier stage of the new 1KW outfit!

ASK YOUR ENGINEER—

to check up on these newest Western Electric pacesetters. Specialists from Bell Telephone Laboratories, Western Electric and Graybar will be on hand to answer all your questions about the latest Western Electric equipment for better broadcasting.

en Electric's Big Show
Convention!

... and the famous CARDIOID MIKE —answer to a sound-transmission engineer's prayer — that gives you pick-up control never before approached!
Don't fail to see the NEW SPEECH INPUTS —that give you greater flexibility and highest quality.
Truly remarkable! The 2A PHASE MONITOR that makes possible quick, accurate adjustment of directional antenna arrays!
This way to the NEW ANTENNA CONTROL UNIT —for more accurate directional arrays and switching from day to night patterns.

Western Electric

EQUIPPED FOR BETTER BROADCASTING

Distributed by Graybar Electric Company

DISTRIBUTORS: Graybar Electric Company, Graybar Building, New York City. *In Canada:* Northern Electric Co., Ltd. *In other foreign countries:* International Standard Electric Corp.

In Salt Lake City
SHOWMANSHIP
is the ship to
Sail on—and
Sell On!
Alert advertisers are booking passage on the station that wins FRIENDSHIP through Showmanship.
5,000 WATTS Many times LESS WATTS might.
POPULAR STATION . . .
KDYL
The Popular Station
SALT LAKE CITY
NBC RED NETWORK
Representative John Blair & Co.

Youth Dominates PACA Radio Session

Juniors Discuss Radio Coverage, Service At Oakland

THE broadcasting executive of tomorrow had his day at the 36th annual convention of the Pacific Advertising Clubs Association in Oakland, Cal., on June 28 when the radio departmental meeting was turned over to junior members of NBC and CBS. Three youths from each of the network's Hollywood guest relations staff were delegated to tell approximately 1,000 broadcasters and advertising agency executives from the 11 western States a bit about the radio industry.

Although given only five minutes each to discuss their respective subjects, from the enthusiasm displayed by those attending, a good job was done by these youths. The series was titled "Radio—Modern Merchandising Miracles," and Don E. Gilman, NBC western division vice-president, introducing the youthful speakers, stressed the importance of giving the young men and women of today an opportunity to express themselves, calling attention to the fact that they were the leaders of tomorrow.

Radio Preferred

Jack Samways, NBC, speaking on "Radio and the Consumer", stated that people spend more money *for* radio and more time *with* radio than any other single advertising medium. He further declared that the American people prefer radio to any other medium of mass communication and backed up his statement with figures showing *that* the number of families owning radios has increased from 12 million in 1930 to more than 28 million in 1939. He pointed out that in addition there are more than 6 million automobile radio sets, while 7 million homes have extra sets, or a grand total of approximately 41 million in every day use.

People Listen

"Computation of the average listening time per day, per listener gives a total of 95,500,000 families listening hours every day of the year," he said. "Therefore, radio is the preferred advertising vehicle. The American people spend 526 million dollars for morning, evening and Sunday papers and 162 million dollars for magazine subscriptions and single copy sales, but more than 700 million dollars is spent for the purchase, operation and upkeep of radio sets.

"There are 14 million persons who have radios but no telephones; 14 million who have radios but no electricity, and lastly there are more radio homes than passenger automobiles. Radio develops a more intense emotional response to advertising than any other advertising medium."

Consumer coverage in metropolitan centers, secondary outlying cities and town and rural areas, was outlined by Robert Barlow, CBS. He explained the difference in daytime and nighttime coverage, using statistical data of KNX, Hollywood, for illustration.

"A recently completed survey made by the Joint Committee on Radio Research shows us that the rural areas have practically the same high levels of listening habits as those found in the cities," he said. "Prior to this study the listening habits of the rural areas could only be surmised, and radio advertisers found themselves in the position of attempting to reach potential customers without knowing too much about their number, location and listening habits to adequately provide for their advertising plans. Now we know what we have long believed to be true—that radio is the one medium that will give you uniformly effective coverage over all three markets—in one simple campaign and at one economical cost."

How audiences are surveyed for an accurate check on listeners habits was told by Harold Haklik, NBC, who declared that the actual number of persons receiving an advertising message via radio can be estimated with accuracy unequalled in any other advertising medium.

"Readership tests are made comparatively infrequently, whereas in radio, day in and day out, period by period, program by program, telephone checks may be and are being made as advertisers check the audience listening to their particular programs," Haklik said. "No other medium of advertising has ever been asked to prove readership or listenership so completely and so frequently as radio." He briefly explained the basic survey methods by which audience size on specific programs are checked—the telephone coincidental, the postcard and the recall survey.

Answering the question, "Does Radio Sell Goods?" Robert Fisk, CBS, stated that the success of radio broadcasting as an advertising medium is convincingly shown in the meteoric rise of the radio

CHARLES HAMP, veteran Los Angeles singing monologist (center) looks over the merchandising plans for his new thrice-weekly quarter-hour program, *Mr. Hamp Goes to Town*, sponsored by John Morrell & Co. (E-Z Cut Ham), on KNX, Hollywood. Discussing it with him are (left), R. H. Alber, representing Henri, Hurst & McDonald, agency servicing the account, and Harry W. Witt, KNX sales manager.

She'll Be There
To Greet You
AT THE
N. A. B.
WFIL'S QUAKER MAID
WHEN you go to the Convention at Atlantic City this comely, statuesque, young lady will be on hand to pin a flower on your lapel. She's a far cry from the straight-laced, demure Quaker Maid of yesteryear, but she does typify that real "Old Philadelphia" hospitality. And that of course is typical of WFIL's treatment of its advertisers, warm, friendly service that delivers results.
560 KC WFIL 1000 WATTS
NBC BLUE • PHILADELPHIA • MUTUAL

Have We Got A Summer!

Who said Miami died in the Summertime!
1938-39 Winter Season left $12,000,000 more here than year ago!
Building permits racing to all time high! (with exception of 1925-26 boom year)
Florida Power & Light Co. will refund about $4,000,000 to Miami Customers on or before July 15!
Summer tourist season looks better than ever!
WIOD is tops in Florida!
Map at left is—Florida—SALES SIDE UP!
WIOD MIAMI FLORIDA

industry in the advertising field and presented several case histories bearing out his arguments.

"The food advertisers, perhaps the best index to any advertising medium, invest more money exclusive of talent on only four networks than they do in all the general magazines, more than twice as much as they invest in all women's magazines," he said. "Soap, another indicator, has upped its radio advertising from 4 to 10 million dollars in the last four years. Cigarettes have shown an equally steady increase, from 3 million dollars in 1935 to 9 million dollars in 1938. And these are but three advertising groups that have increased their radio advertising. Every group that has once used radio has since added to its radio copy.

"How has this affected the radio dollar? The answer is, very materially. In 1928-29, radio had to content itself with 1.7% of all advertising expenditures. In 1937 this percentage had grown to 14.7%, an amazing increase of 588%, all the more remarkable when you consider that all other advertising media have shown a decline for the same period. An increasingly large number of advertisers spending more and more money each year amply attests to the value, efficiency and economy of this great medium."

First in the Home

Radio advertised products are the first to be found in the home and are first in dealer preference, George Volger, NBC, told the PACA delegates and visitors. Discussing "Radio and the Retailer", he pointed out that in a recent survey conducted among 2,720 dealers by the Psychological Corp. of America, the results showed an overwhelming belief in the superiority of radio advertising. The survey included three types of retailers — grocers, druggists and gasoline dealers. It was conducted in 26 cities and towns distributed scientifically throughout the country.

"All the networks and stations individually are working hand in hand with all interested parties to increase sales at retail, to make more sales over the counter for radio advertised products," Volger said. "These men at the point of purchase know only too well that broadcast advertising has literally been a merchandising life belt during these past several years of lowered incomes."

The American system of broadcasting, based on freedom and fairness on the air, must be preserved and strengthened, Richard Haysel, CBS, warned in discussing "Radio as An Instrument of Democracy".

Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System, Los Angeles, was in charge of the radio departmental and spoke briefly. There was also a short address by Donald W. Thornburgh, CBS Pacific Coast vice-president, Hollywood, who told how his organization is giving its junior members a thorough general training in broadcasting, equipping them for future executive jobs in the industry.

Get this Picture! of VIRGINIA'S SUMMER BARGAIN

159,520 RADIO HOMES PLUS 500,000 VACATIONERS

● Here is a radio bargain you can't afford to miss—two stations almost for the price of one. Buy coverage of the prosperous Norfolk market over WTAR and get identical service over WRTD covering the concentrated Richmond market — for only 20% more than the regular cost of WTAR alone. You get intense localized coverage of both of Virginia's richest buying areas plus half a million vacationing listeners.

Check These Costs!

15 MINUTES NIGHT (BASE RATE)

WTAR	$60.00
Add 20%	12.00
WTAR-WRTD	$72.00

50 WORDS NIGHT (BASE RATE)

WTAR	$14.00
Add 20%	2.80
WTAR-WRTD	$16.80

Now Figure the Saving

All other rates and periods on the same basis.

WTAR NORFOLK + WRTD RICHMOND

YOU GET BOTH OF VIRGINIA'S LARGEST MARKETS

Owned and Operated by Norfolk Newspapers, Inc.

NATIONAL REPRESENTATIVES EDWARD PETRY & CO

Owned and Operated by Richmond Times Dispatch

REACH and SELL

this market!

THE NORTH CENTRAL BROADCASTING SYSTEM . . . is your key to America's richest farm market. This regional network, formed to meet the most exacting requirements of the advertiser, reaches nearly 8,000,000 people in 1,800,000 radio homes. NCBS offers you this mass market for approximately 18.8 cents per thousand radio homes. It's a *plus* rural market that you can't afford to overlook.

And NCBS does a hard-hitting selling job through original program ideas, tailor made for this market. Consider NCBS when you plan your fall campaigns. Sample programs are already on wax waiting to be shipped to you to audition and consider.

PROGRAMS AVAILABLE

NAMES IN THE NEWS
TALL TALES OF TALL TIMBERS
FARM & HOME EXPOSITION OF 1939
CONCERT NIGHT IN PERKINS CORNER
(Participating programs are available also)

Complete merchandising plans are submitted with each program.

Write or wire NCBS today.

NORTH CENTRAL BROADCASTING SYSTEM, INC.

Executive Offices:

Empire National Bank Building, St. Paul, Minnesota

New York Office: 341 Madison Avenue, New York, N. Y.

Can Women Fish!

CONTEST on WLS, Chicago, is designated to settle the argument as to whether women are good at fishing and should be allowed on fishing trips. Harriett Hester, educational director of WLS, and Announcer Cy Harrice started the argument on the daily *Homemakers' Hour*. Five prizes of fishing tackle are offered for the best letters. Mrs. Hester is also polling the audience, telling those who don't have time to write a letter to just drop WLS a card with a yes or no.

Gellatly's New Post

COINCIDENT with the opening of a New York office, under the direction of William B. Gellatly, former sales manager of WOR, Kasper-Gordon Inc., Boston, announced release of a number of new transcribed programs. Mr. Gellatly has established headquarters at 9 Rockefeller Plaza and will contact New York and Philadelphia agencies on new business, syndicated transcribed shows and custom-built transcriptions. Such firms as Castilian Soap Co., Dr. Pepper, 2-in-1 Shoe Polish, Shinola, and New England Baking Co. are now sponsoring its transcribed productions, Aaron S. Bloom, director of the Kasper-Gordon commercial department announced. Kasper-Gordon also has inaugurated a card-folder series of mailing pieces distributed nationally.

Mr. Gellatly

HUGH J. POWELL on June 15 became sole licensee of KGGF, Coffeyville, Kan., under an order of the FCC authorizing sale of Stanley Platz's half interest to him for $33,333 [BROADCASTING, June 1].

THE FCC on June 15 authorized an increase in the daytime power of WTHT, Hartford, from 100 to 250 watts.

Women in Radio

(*Continued from page 52*)

I choose. And I have the satisfaction of feeling that for 15 minutes out of each day there are a few people around this vicinity who look forward to my coming in for a chat with them via the radio.

This is evidenced by the mail received . . . and there is nothing like mail to a person on the air. No one can possibly realize what it means to receive letters and cards until she experiences the handling of a program. It is the yardstick by which results are judged; and when you hear a radio girl say she is "busy with her fan mail, thank goodness" you may know that she is entirely sincere.

In my case, each card or letter is personally attended to . . . for the director of a woman's program receives such odd and varied requests that it is necessary that they be handled by a person who knows what to do with them. The requests for recipes are simple, but a demand for planning a church bazaar presents more of a problem. Each letter is carefully answered, because a neglected radio fan may become a real liability.

Writing Commercials. — This work requires writing experience plus a knowledge of selling. Ex-newspaper and publicity writers have some of the fundamental qualifications, and copywriters in advertising agencies, advertising departments of big stores and manfacturing concerns develop into good script writers.

Directing a Woman's Program. —This job, which unites the writing of commercials and program continuity with actual broadcasting and sometimes cooking demonstrations, carries a list of essentials, or "musts," and a secondary list of assets.

Essentials:

1. A natural, clear voice that registers well.
2. A college education or its equivalent: a home economics degree in most instances.
3. Writing experience: to express thoughts naturally and easily, to plan and prepare programs in advance or write on the spur of the moment, to present informative materials in an informal manner.
4. Platform experience: especially

LOS ANGELES' FOSTER & KLEISER BILLBOARDS SAY

for visual audiences and to appear as guest speaker on other programs.

5. The ability to think on your feet: it is often necessary to cut or extend continuity, and emphasis must be properly placed.
6. The ability to meet people.
7. A practical, fundamental sense of values.
8. The ability to "wear well" with your associates, to become neither submerged nor blinded by the spotlight of success.
9. Confidence: know that you can do what you have to do.

Assets:

1. Sales experience.
2. Publicity and sales promotion experience.
3. Editorial experience.
4. Food or equipment demonstrating.
5. Contact with women's groups.
6. A genuine interest in people; one cannot talk convincingly to people in whom one has no interest.
7. A working knowledge of all the field of a woman's interest, from the theater to the thimble.
8. Personal grooming: a "personality" has a certain reputation to uphold, yet she must be natural in appearance as well as in actions.

Besides the job of directing a woman's program . . . or filling the post of "director of women's activities," as it is sometimes called . . . there are other opportunities for women in local broadcasting stations. For instance, the job of secretary or assistant to the station manager or to the program director.

At NBC headquarters in New York, the assistant to the president is a woman, as are the head of the audience mail department, which handles fan mail, and the head of the continuity acceptance department, which okays or censors all radio script for NBC. The commercial manager is also a woman . . . one of the pioneers of the business; and, of course, the official NBC fashion reporter. There are three women who book NBC artists both in and out of New York, a production woman who handles children's programs, another woman who helps plan musical features, and several outstanding continuity writers. Some local stations across the country have women managers, and there are numerous woman assistant program directors.

Television Next!

Television will probably catch up with this book so that revised editions of it will have to give more than a postscript to this subject. Meanwhile, many women are anticipating some part in television advertising. It is believed that the first use of this new medium will be in the more extended *demonstration* of products; especially foods, home equipment, cars, and cosmetics. There are three ways in which you might participate:

1. Visually, as commentator or demonstrator.
2. By coming in as a voice, offstage, delivering the commercial.
3. By writing the commercials and stepping into the visual area when you deliver them.

As program material, it is believed that the first television offerings will be news events, travel and educational shorts, and interviews with personages . . . much like today's newsreel movie theater. These program features will be sponsored, and acting for the sponsor, you may appear between features and deliver your own commercial in full view of the audience.

To be a visual part of a demonstrating program, you'll be required to combine the mental alertness and glib tongue of any radio announcer with the streamlined figure and photogenic face of a Hollywood star. You needn't be a beauty; but you must be trim and pleasing in appearance, with the proverbial face that "photographs well." Your clothes will be much more of a factor than in lone studio broadcasting, and you'll have to arrive in time for a full theatrical make-up, although the weird color effects of early television experiments will not be required. You will televise in black and white at first; color may come later. There is a possibility that television may improve the opportunity for women announcers . . . who are not now a strong factor in radio.

Production? Where can you get that around here? *WMT, of course!

It's very doubtful if such a conversation would ever occur in a broadcast of Toby's Corntussel News over WMT, (of which the above is an actual photograph). But, the conversation we've handed to Toby Tolliver and Susie Sharp, editor and star reporter, respectively, of this mythical newspaper in mythical "Corntussel, U. S. A.", is the real McCoy. Corntussel News is a WMT production, fed to four other stations.

Loyal following? Yes. 11,938 WMT listeners recently asked for a printed copy of the Corntussel News—a thing of absolutely no intrinsic value. Thousands more listeners to the other stations asked for copies.

That mail pull speaks loads. But read this excerpt from a letter from the agency:

"I feel that you would be interested to know that we are highly pleased with the manner in which the staff of your station and Mr. and Mrs. Neil Schaffner (Toby and Susie) are handling the production of Toby's Corntussel News. Because you are feeding this to four other stations daily, WMT carries the entire burden of responsibility in the matter of program production.

"It goes without saying that both our client and ourselves are appreciative of the fine cooperation you are giving us in originating this broadcast."

Corntussel News is just one of the popular programs produced by WMT. Such production facilities help to give WMT its intensely loyal audience among the 747,569 radio homes in Eastern Iowa, Western Illinois and Southwestern Wisconsin.

WMT is economical, too. Some 15 minute rates figure as low as 3 cents per thousand radio families.

You want more information? Drop us a line or call your nearest Katz Agency Office.

*And, of course, WMT can be bought in combination with WNAX and KSO or KRNT at an exceptionally low rate.

WMT Cedar Rapids-Waterloo • 600 Kilocycles
NBC Blue-MBS • 5000 Watts L.S. • 1000 Watts Night
Represented by THE KATZ AGENCY
69,000 Square Miles of the RICHEST PART of the MIDWEST

Engineers you know will be glad to tell you about Fairchild

You're sure to know at least a few of the hundreds of engineers who use Fairchild F.26-2 Recorders. Just ask them to tell you about the results they achieve with this equipment. You'll find they're as proud of these fine precision instruments as we are.

For Fairchild sound recording equipment paces the industry. For example, the Fairchild F.26-2 Recorder has:

1. High gain amplifier to permit the use of a microphone without the necessity of a pre-amplifier.
2. Instantaneous change of speed from 33⅓ RPM to 78 RPM through push button control.
3. Floating motor mount to eliminate all possibility of objectionable motor vibration.
4. Direct synchronous speed gear and worm drive at 33⅓ RPM to assure split second timing for wow free recorded programs.
5. Provision within the Recorder itself for variation of pitch and direction of cut. No expensive additional feed screws necessary.
6. Dynamically balanced 16 pound cast-iron turntable.

The Fairchild Recorder is a complete unit. It is instantly ready to record on any type of disc up to 17¼". With the exception of the microphone and stand, no additional purchases are necessary.

Send today for descriptive literature.

"... it had to satisfy Fairchild first"

FAIRCHILD

Sound Equipment Division

AERIAL CAMERA CORPORATION

88-06 Van Wyck Boulevard, Jamaica, L. I., N. Y.

Video Cold Cure

TELEVISION'S latest use —as a therapeutic agent— was reported recently by Wilfred Guenther, coordinator of television for the Crosley Corp. Mr. Guenther reports that performers with colds or sinus trouble definitely are relieved after working a couple hours or so under the hot batteries of lights used for video illumination.

RMA on Television

(*Continued from page 56*)

and announcers of NBC-Chicago as they were televised. A dozen RCA television receivers were installed for the demonstration, which will continue through July 1.

Among the exhibitors at the Astatic Microphone Lab. Inc., Youngstown, O.; Bliley Electric Co., Erie, Pa.; Brush Development Co., Cleveland; Cornell-Dubilier Electric Corp., S. Plainfield, N. J.; Tobe Deutschmann Corp., Canton, Mass.; Federal Recorder Co. Inc., New York City; Hygrade Sylvania Corp., Emporium, Pa.; Jensen Radio Mfg. Co., Chicago; National Carbon Co., Inc., Chicago; National Union Radio Corp., Newark, N. J.; Presto Recording Corp., New York; Raytheon Production Corp., Newton, Mass.; RCA Mfg. Co., Camden, N. J.; Thordarson Electric Mfg. Co., Chicago; Triplett Elec. Instr. Co., Bluffton, O.; United Transformer Corp., New York; Universal Microphone Co. Ltd., Inglewood, Cal.; Ward Leonard Electric Co., Mt. Vernon, N. Y.; Weston Elec. Instrument Corp., Newark, N. J.; Wincharger Corp., Sioux City, Ia.

EVERETT MITCHELL, senior announcer of NBC-Chicago featured on the *National Farm & Home Hour*, was named "Ambassador of Good Weather" June 21 by O. G. Mayer, president of the Chicago Chamber of Commerce. During the last five years Mitchell has opened the program with, "It's a beautiful day in Chicago". To test his audience, he discontinued the expression one day and received thousands of letters of protest.

LEVER BROS. Co., Cambridge, Mass. (Rinso), on June 16 started the third year of its twice-daily serial *Big Sister* on CBS with the program celebrating its 700th episode and 1400th broadcast. Agency is Ruthrauff & Ryan, New York.

INCREASE TO 50 KW. IS SOUGHT BY WPTF

AUTHORITY to increase its power from 5,000 watts to the maximum of 50,000 watts on the 680 kc. channel was requested of the FCC by WPTF, Raleigh, in an amended application made public June 20. Asking the Commission to accept an amendment to a previous application, which requested full-time operation with 10,000 watts, the Raleigh NBC outlet proposed installation of a directional antenna which would suppress its signal in the direction of KPO, San Francisco, present dominant station on the channel.

Filing of the application, with the cooperation of NBC, resulted from the recent amicable settlement of the differences between the network and Durham Life Insurance Co., licensee of WPTF, under which NBC dropped its option to purchase the station for $210,000. At that time it was agreed that NBC would not stand in the way of WPTF's increase in facilities. It has been regularly licensed as a limited-time station on the KPO clear channel but under special authorization has operated during evening hours. The new application is for fulltime 50,000-watt duplicated clear channel operation.

Filing of the application anticipated the promulgation by the FCC of new rules and regulations under which the KPO channel would be authorized for duplicated East-West Coast operation. It was estimated that from $175,000 to $200,000 would be expended for the new WPTF facilities, including disbursements for transmitter, antenna, site, etc. New studios also are contemplated.

Sells WGTM Holdings

BEN FARMER, partner with H. W. Wilson in the operation of WGTM, Wilson, N. C., 100-watt daytime outlet on 1310 kc., has sold his interest to a group comprising Mr. Wilson, Charlotte L. Burns, sister of Mr. Wilson, and George C. McDonald, head of the Monroe Steel Castings Corp., Monroe, Mich. The purchase price of the 50% of the stock of WGTM Inc., would be $5,000. The transfer of control requires FCC approval.

WPTF, Raleigh, acting after permission for experimental operation from the FCC, recently increased its hours of operation by one hour daily, signing off at 12 midnight rather than 11 p. m. WPTF now broadcasts regularly 124 hours weekly.

WHAT? NO JACKRABBITS!

Nope, nary a Jack, partner. An' no mountain goats, either!

Not when KLO's new 5000 watt transmitter directionalizes its power in Utah's zone of greatest population, eliminating waste coverage of non-populated areas.
You buy POPULATION, not desert and mountains, when you buy KLO.
In fact you buy 90 per cent of the combined Utah and Southeastern Idaho markets at the cost of local coverage, actually a market of over 400,000 listeners. And they DO LISTEN.
Proof? All right. General Mills and Goodrich bought KLO for Utah coverage for their 1939 baseball broadcasts. Eighty-seven per cent of KLO's local advertisers renewed in 1939.
If you're SCOTCH (or even like it) then give yourself an economy treat and buy

K L O

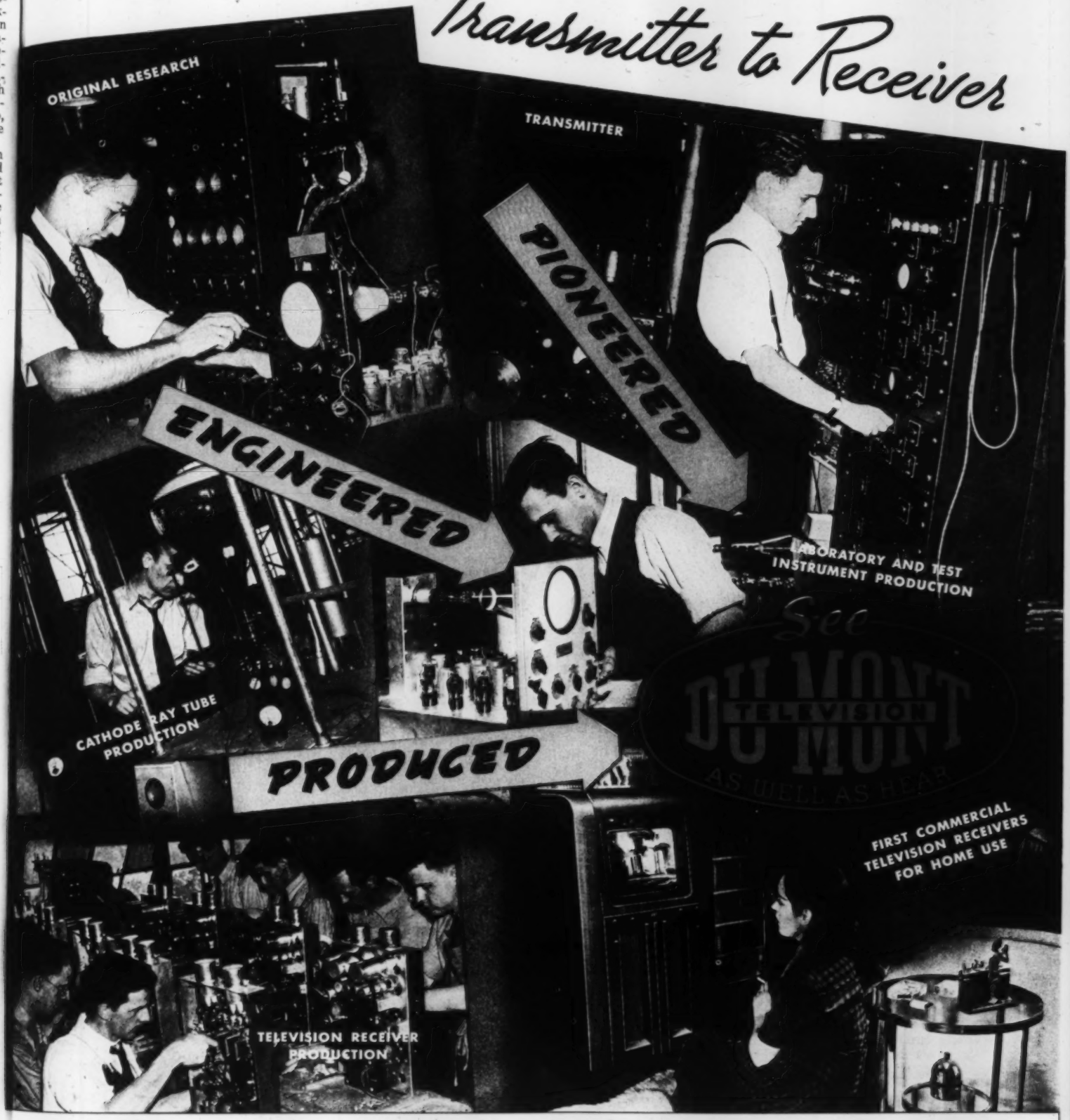
THE 5000 WATT VOICE OF UTAH

Affiliated with the NBC Blue Network

Bryant, Griffith & Brunson New York, Chicago, Detroit

TELEVISION...

Transmitter to Receiver



ALLEN B. DU MONT LABORATORIES, INC.

PASSAIC, NEW JERSEY

NEW YORK OFFICE: 515 MADISON AVENUE CABLE ADDRESS: WESPEXLIN, NEW YORK

The USG System Provides Effective Sound Control

Station KXOK, St. Louis, Mo., meets today's high standards for high fidelity broadcasting with the USG system of sound control. Geo. M. Nixon, Consulting Acoustical Engineer.

When you entrust your sound control problems to USG, you are assured of complete co-ordination of materials and structural requirements—skilled analysis of needs—thoroughly experienced engineering—careful craftsmanship. Let USG "sit in" on your sound-control plans. The advice of our engineers is yours without cost or obligation.

UNITED STATES GYPSUM COMPANY

300 West Adams St., Chicago, Ill.

B-7

WITH THE PRINCE
WDAY Covers Norway's Royal Party During Visit

WHEN Prince Olaf and Princess Martha, of Norway, came to North Dakota's Red River Valley recently, WDAY, Fargo, literally dogged their heels for its listeners, carrying 15 broadcasts during a week packed with special events centering around the royal visit. The station started in with a 350-mile pickup from Minot, N. D., via the WDAY mobile unit when the couple entered the State and ended a week later as they left, meantime making pickups in five different cities.

The parade in Fargo, highlight of the week, was covered for WDAY by a crew of seven announcers and seven engineers, using the mobile unit, pack transmitter, remote control equipment, a shortwave set in an airplane flying overhead, and a mike located atop the local Black Bldg., eight floors above the line of march. Another good service angle employed by WDAY was its use of a narrator describing the events in Norwegian, supplementing the regular English commentaries.

Brady Suit Dismissed

APPELLATE division of the New York Supreme Court on June 19 upheld a decision of the Supreme Court and dismissed a $250,000 damage suit brought by William A. Brady against WOR, Newark, Blackett - Sample - Hummert, and the Chas. H. Phillips Chemical Co. Plaintiff claimed plagiarism of his play "Way Down East" on a broadcast on WOR, and sought an injunction and accounting of profits. Decision was based on the court's discovery that Brady's copyright had expired before the broadcast.

KVOS Hearing Called

A HEARING on the application of the Bellingham Broadcasting Co., Inc., for the facilities of KVOS, Bellingham, was authorized in that city by the FCC June 20 on a date convenient to the parties involved. Under the plan, FCC attorneys and engineers will be sent from Washington to conduct the proceedings. Principals of the Bellingham Company are Arthur Osgood, Bob Waters, and Sydney R. Lines, Jr. of that city. KVOS is owned by Rogan Jones.

Cut by Dredge

WHEN THE U. S. Army dredge *Bacon* was swept out of control by the tide, the vessel severed the cable between the studios of WCSC, Charleston, and its transmitter, forcing the station off the air. With rapid action by J. B. Fuqua, chief engineer, and Jim Weaver, transmitter engineer, the station was off the air only 50 seconds. Weaver started the transcription turntable and notified the studios. The program department moved to the transmitter until wire service was restored. Only program missed was *Magic Key of RCA*.

PROGRAM CHECKING OF FTC EXTENDED

REFLECTING a widening surveillance over purported false and misleading advertising claims in commercial radio continuity, resulting from broadened powers under the Wheeler-Lea amendment to the Federal Trade Act along with "very gratifying" cooperation of broadcast stations and networks in submitting their commercial scripts for examination, the Radio & Periodicals Division of the Federal Trade Commission in the last year, from June 1, 1938, to May 31, 1939, procured a total of 618,003 individual radio continuities. Of this number, 598,134 had been examined at the time the 12-month figures were computed.

The activity of the FTC in scrutinizing advertising copy in newspapers, magazines and radio has increased considerably since the organization last fall of the Radio & Periodicals Division to replace the special board of investigation which formerly handled this phase of FTC investigation. Since March six new junior attorneys have been added to the Division personnel, bringing its legal staff to a total of 29, including Director PGad B. Morehouse and W. F. Davidson, recently named assistant director.

During May, 1939, the Division examined 71,316 pages of continuities on local programs sent in by individual stations, and 43,250 pages of network commercial scripts. The average length of the local station continuities was about 1½ pages, and the network scripts 10 pages. In the 4½-year period from July 1, 1934, to Dec. 31, 1938, the Division procured 2,022,685 commercial continuities, out of which 120,400 were marked "questionable". From July 1, 1938, to April 30, 1939, 523,183 scripts were procured, and of the 515,849 examined, 24,873 were marked "questionable" and held for further investigation.

Barn Dance in Movies

WLS, Chicago, has sold the motion picture rights to its *National Barn Dance* to Republic Productions for their 1939-40 picture schedule, according to an announcement June 20 by E. W. Kurtze, of the WLS Artists Bureau. Production details have not been worked out, but the title has been contracted for and the scenoria is being written. Republic recently bought the WLS musical comedy serial *Hometown* as a starring vehicle for Lulu Belle and Skyland Scotty.

Asks Libel Damages

SUIT for $15,000 by Ernie Adamson against Bamberger Broadcasting Service, Consolidated Cigar Co., and Frank Singiser, WOR commentator, was revealed on June 14 when the plaintiff applied for a transfer of the suit from New York Supreme Court to Federal Court. Adamson claims he was libelled on a program sponsored by Consolidated Cigar on WOR, Newark.

JERRY DANZIG, commercial program manager of WOR, Newark, has taken an option on Jay Victor's new comedy "Tomorrow is a Woman", which will be produced this summer in stock with a view to Brodway production this fall.

INVITATION

•

You are cordially invited to visit

a demonstration of a completely new line of

RECORDING EQUIPMENT

to be shown for the first time at the

PRESTO DISPLAY ROOMS

AMBASSADOR HOTEL

ATLANTIC CITY

during the

NATIONAL ASSOCIATION OF BROADCASTERS CONVENTION

JULY 10 - JULY 13

•

PRESTO RECORDING CORPORATION

242 WEST 55TH STREET, NEW YORK, N. Y.

Basic Questions of Allocation Are Raised by Disputed Grant

Payne Gives WDGY Fulltime on Temporary Basis; Conflicting With Havana Treaty Provisions

AN ACTION of Commissioner George H. Payne, granting WDGY, Minneapolis, special authority to operate fulltime in lieu of its limited hours on the air, over the adverse recommendations of FCC engineers and attorneys, has precipitated what is described as a possible new breakdown of allocation fundamentals in broadcasting.

As commissioner in charge of routine broadcast actions, Mr. Payne on June 15 granted WDGY special temporary authority to operate evenings from June 17 to July 16, thus giving the station fulltime operation on the 1180 kc. channel. KEX, Portland, and KOB, Albuquerque, are the dominant stations on the wave, under regular authorization. Despite FCC rules which require the consent of the dominant stations and in the face of adverse staff recommendations, Commissioner Payne granted WDGY the authorization.

Extent of Authority

It was recalled that the same commissioner provoked the WLW superpower controversy last year by setting for hearing its application for authority to continue experimental operation with 500 kw. at a time when he was in charge of the routine docket. At that time some question arose as to the authority of an individual commissioner, in charge of the broadcast routine, to take so important an action, but the FCC did not rescind his hearing order.

Particular significance attaches to the WDGY action, it was stated, because of the projected reallocation of broadcasting stations under new rules and regulations in accord with the terms of the so-called Havana Treaty. No formal announcement has been made by the FCC as to assignments for limited-time stations on clear channels, though it has been stated that all such stations will receive positions at least equivalent to those they now hold. By granting WDGY fulltime operation even for a limited period, it is felt it would be difficult to reduce the station, or other stations which may receive similar authorizations, to limited-time status. The effect may be to complicate the entire allocation plan, according to competent engineering observers.

It was learned that prior to the Payne action, three other members of the Commission who in preceding months were in charge of the broadcast routine, had denied WDGY similar requests for fulltime operation under temporary authorization. They did so, it was stated, because of the adverse staff recommendations and because of the possible undermining of the projected treaty allocations.

An Unusual Procedure

The Payne action granted WDGY "special temporary authority" to operate evenings for the one month period "in order to broadcast civic, charitable, religious, educational, fraternal and commercial programs of outstanding public interest and in order to carry programs of extreme local interest from Mutual Broadcasting System." This specification, it was pointed out, is all-inclusive and actually is not based on a special authorization for the broadcast of a program or series of programs of significant local interest. Usually the FCC, in authorizing additional hours for limited time or daytime stations, does so only for a day or two and then only when extraordinary programs are involved.

It is expected that KEX and KOB will protest the action, on which no notice was given, in the light of the existing rules which require the consent of the dominant stations.

Should the WDGY grant stand, it was stated in informed quarters, it is logically to be expected that a number of stations having similar limited-time assignments on clear channels will also seek special temporary authority, in the hope that such grants will prove an opening wedge toward fulltime operation. Should that develop, engineers stated it is entirely possible that the basic plan of allocation embraced in the Havana agreement may be disrupted.

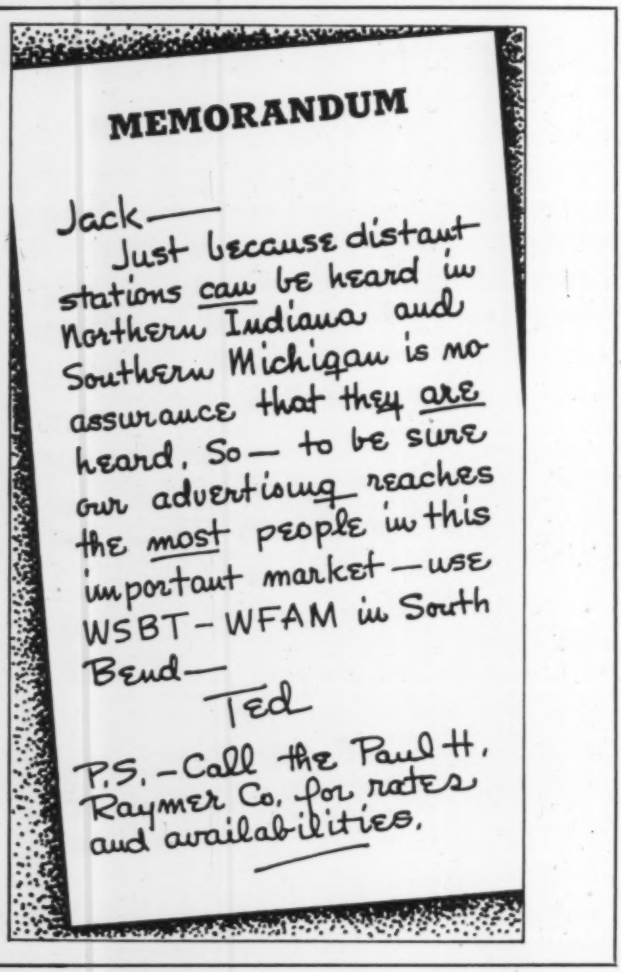
Significant was the fact that on June 22, Commissioner Paul A. Walker, substituting for Mr. Payne who was away, denied the request of WMAZ, Macon, for identical authority, requesting special temporary authority to operate unlimited time from June 27 to July 26, upon recommendation of the FCC staff.

Reports were current that "political pressure" was responsible for the grant. It was indicated that this pressure had been resisted on technical grounds, during the preceding several months. Moreover, about two months ago the FCC adopted a definite policy of denying long-running special grants.

The WDGY incident, as well as the WLW action of last year by Commissioner Payne, were cited by attorneys and engineers as examples of the extremes to which individual members of the Commission can go under the procedure set up for the handling of theoretically routine actions. Matters of such importance, it was contended, should be considered by the Commission.

Bounty Tobacco Test

P. LORILLARD & Co., New York, has started an announcement schedule on WWL, New Orleans, to advertise Bounty cigarette tobacco. Campaign is a test, with no expansion planned for the present, according to Lennen & Mitchell, New York, Lorillard agency.


MEMORANDUM
Jack—
Just because distant stations can be heard in Northern Indiana and Southern Michigan is no assurance that they are heard. So— to be sure our advertising reaches the most people in this important market—use WSBT-WFAM in South Bend—
Ted
P.S.—Call the Paul H. Raymer Co. for rates and availabilities.

WJW
The Voice of Akron

in Ohio's 2nd Industrial City
In U. S.'s 12th Industrial City

AKRON

will be represented nationally
effective July One
by

Kelly-Smith Company
New York • Chicago • Detroit

CONVENTION TIME is the appropriate time to survey the available pace-making programs for the coming season.

Forging ahead among the leaders is "The Shadow of Fu Manchu," which, market by market, station by station, account by account, is stealing the air — and *going places!*

Test campaigns . . . surveys . . . sales results . . . mail responses . . . all point to the fact that "The Shadow of Fu Manchu" is *INSURANCE* for the station . . . the agency . . . and the advertiser.

AFTER 2 WEEKS, in a typical small town, a sponsor's premium offer drew responses from 1 out of every 15 persons of the entire population!

AFTER 5 WEEKS, in a large metropolitan city, a nationally known chain drug account "heartily recommends" the program to all comers!

AFTER 13 WEEKS, in an average-size city, an automobile distributor jumped his sales from par to 200% of quota.

Write for comprehensive brochure.

A mind of rare genius . . . had he so willed he might have revolutionized science. But he turned his talents to incredible evil . . . plotting the destruction of civilization! Drama that radio has rarely known!

SAX ROHMER'S

The Shadow of FU MANCHU

RADIO ATTRACTIONS, INC.

RKO BUILDING • RADIO CITY • NEW YORK

O. & M. Business Up

MAY billings on NBC's New York outlets, WEAF and WJZ, were 67% ahead of May, 1938, with the cumulative total for the first five months of 1939 showing an increase of 20% over the same period for last year, according to Maurice M. Boyd, local sales manager of NBC's eastern sales division. National business placed by the division on other NBC managed stations has showed an increase as well, and business booked for the remaining months of 1939 is proportionately ahead of last year, Mr. Boyd reported.

Adds Spots in Florida

MANHATTAN SOAP Co., New York, (Sweetheart soap), during the first week in July will start a 13-week campaign of three to six spot announcements weekly on WMBR, Jacksonville; WSUN, St. Petersburg; WQAM, Miami; WDBO, Orlando. Franklin Bruck Adv. Corp., New York, handles the account.

Coast Optimistic on Autumn Prospects As Renewals and New Accounts Arrive

By DAVID GLICKMAN
Los Angeles Correspondent of BROADCASTING

ALTHOUGH Pacific Coast broadcasters, sponsors and agency timebuyers state that it is a bit premature to make predictions, they maintain an optimistic viewpoint on prospects for fall and winter radio business. With present advertisers renewing, many new ones signing up and still others inquiring into the possibilities of broadcasting, it is the general opinion on the West Coast that this will be a banner fall season. Although there was a considerable slump prior to and following the Easter holidays, radio advertising picked up at an accelerated tempo and it is expected to continue through the summer months without the usual letdown for independent stations as in the past.

Several Los Angeles and Hollywood agency executives stated that if the summer activity of their clients is a criterion, West Coast broadcasters will do a land-slide business this fall. They declare that many advertisers who have passed up radio in the past are beginning to realize the dollar-for-dollar value of broadcasting and will use a large part of their advertising appropriations for that medium this fall. Others who have used radio sparingly, it was said, will increase coverage to new territories.

Special Campaigns

Besides returning to the networks with quarter-hour and half-hour shows, many advertisers plan to supplement activity with special spot campaigns on the West Coast and also go into new markets. Southern California station representatives, transcription producers, program builders and others "in the know" on contemplated local, regional and national campaigns, are also optimistic. Discounting the usual Hollywood enthusiasm, they too predict a brilliant fall season and state that an influx of advertisers who have never before used radio are in prospect. Many will test along with other media. Others are planning heavy regional spot campaigns.

No particular trend was predicted. It was said that advertisers will continue to use the type of broadcast to fit their respective needs, with increased interest in participation programs. Both spot and transcribed announcements will be shorter.

Although many national and regional advertisers have curtailed Pacific Coast activity for the summer, practically everyone will be back in the fall and with enlarged budgets, enabling greater territory coverage, agency executives said. Budgets of many strictly Pacific Coast accounts, according to present plans, will be increased from 20 to 50%. The increase will be devoted entirely to radio. There will be more spot used this fall than in previous years too. Several accounts will double their spot coverage and go into new territory.

Schedules Pend Approval

California agency executives are not ready to release definite schedules on old or new accounts, pending client approval to budget recommendations, some of which they were anticipating would not be booked for commencement prior to the middle of the last quarter of 1939. Every Los Angeles and Hollywood agency executive contacted stated that definite increases in the use of radio have been recommended to clients for fall and winter.

There have been more inquiries than ever before for network time on the West Coast. This includes both national and regional accounts according to executives of NBC, CBS and Don Lee-Mutual. Time already sold or reserved on the three networks precludes any possible slump during the season's high spots, the executives assert.

WAPI Plans Appeal

WITH THE denial June 20 of its petition for rehearing on voluntary assignment of its license to a new corporation, WAPI, Birmingham, made plans to appeal the adverse decision to the U. S. Court of Appeals of the District of Columbia. The station had challenged the FCC's authority to inject itself into the "private or business affairs" of the parties involved in its rehearing petition. The proposed transfer was from three Alabama colleges, joint licensees of the station, to the Voice of Alabama Inc., a new company in which CBS holds a 45% interest [BROADCASTING, June 15].

Watch Tower Hookup

WATCH TOWER BIBLE & Tract Society, Brooklyn, on June 25 arranged a special hookup of 100 stations to broadcast the speech by Joseph F. Rutherford from Madison Square Garden, New York, 4-5 p. m. (EDST). Through a telephone hookup, the speech was heard at Society meetings in Los Angeles, Chicago, Glasgow and London, as well as in Australia and New Zealand, according to Acorn Agency, New York, handling the account.

3 "LIVE-WIRE" STATIONS WITH 1 PURPOSE!

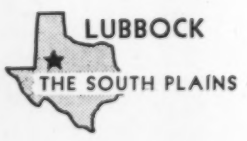
Watch For The NEW BANNER

to command the radio audience of Texas' three rich geographically isolated markets in order to offer advertisers complete, dominating coverage of these areas which cannot be effectively reached by any other stations.

With this purpose in mind, KGNC, KFYO, and KRGV have built up loyal, appreciative audiences . . . have become vital, influencing factors in the sections in which they operate.

HOWARD H. WILSON CO., *Representative*
Kansas City • Chicago • New York • San Francisco

KGNC KFYO KRGV



Fall Spot Boost Seen in Midwest

But Gain, If Any, Not Likely To Exceed That Last Year

By PAUL BRINES
Chicago Correspondent of BROADCASTING

THE consistent trend toward increased spot billings will continue this fall with volume about the same as last fall or slightly higher. Indications among Chicago agencies and station representatives are that the increase this fall over last will not be as great as the increase of last fall over 1937. At present, spot schedules for fall are in the mill and so far no extensive spot advertiser has indicated a noticeable curtailment in the number of stations to be used.

The significant trend is one toward the purchase of more announcements and fewer quarter-hour transcribed shows. A number of quarter-hour strip shows have been cancelled and it is understood they will not be renewed this fall. Increased program costs under AFRA codes is given as one reason for these cancellations. Another reason appears to be the complications and difficulties encountered by time buyers in purchasing and producing an extended spot campaign.

The Trend in Spot

A survey of a number of major market stations, conducted by a leading representative organization, indicates that spot announcements during the first quarter of 1939 account for 41.6% of total spot billings, while in 1938 the percentage was 38.5%, an increase of 3.9%. Based on dollar volume, the survey indicated that total spot program billing (programs from 5 to 15-minutes in length), decreased 8.7%. This would point to an increased use of spot announcements by national advertisers, to an increase in the sale of 5 and 15-minute news broadcasts, station features and participating shows. Based on this trend, it is understood that a number of stations are considering raising their rates for spot announcements.

More specifically, some accounts such as International Harvester which used spot on a regional basis last year are using spot nationally this year. On the other hand, accounts such as Dr. Caldwell's Syrup of Pepsin dropped from quarter-hour spot programs to minute spot announcements. Procter & Gamble (Oxydol, Dreft, Lava) is expected to extend its spot for the fall and it is understood that Sears-Roebuck & Co. will use more spot this year. General Mills (Korn-Kix) has definitely dropped its show, *Those Happy Gilmans*, but are testing *Billy & Betty* which may be used on a similar spot basis. Grove's Bromo Quinine and Four Way Cold Tablets (Beaumont Labs.) are said to have extensive spot schedules in the mill for fall. Alka Seltzer remains one of the larger national spot users. Spot placements for the Wander Co. will remain about the same as last fall.

NBC-Chicago indicated that network and spot business on WMAQ-WENR this fall will be up 25% over last year.

If the WNAX primary daytime area were a single state, it would be one of the most remarkable states in the country.

First in cash farm income, farm acreage, value of farms, autos on farms, trucks on farms and so on. But that's just part of the story.

It's more than a tremendous rural market. That single state would be tenth in total population, eleventh in total retail sales and twelfth in total radio homes.

The WNAX Primary Area is worth cultivation—intensive cultivation—through WNAX.

The facts are more than interesting. They're downright important to you. Write us for them—or call your nearest Katz Agency office.

*And, of course, you can buy WNAX in combination with the Iowa network at an exceptionally low cost.

WNAX YANKTON, S.D. • 570 Kilocycles • CBS
5000 WATTS L.S. • 1000 WATTS NIGHT
Represented by THE KATZ AGENCY
Key to a 5-STATE, $900,000,000 MARKET in the MIDWEST

IN THE GOOD *ole Summertime*
AND WE MEAN *Good!*

VACATION TIME MEANS
EXTRA VACATION TRADE
IN SAN ANTONIO

Of course people going away on vacations affect business! But vacation time means vacation trade in San Antonio. There are lots of things to see and do in the Alamo City, and during summer vacation is when Mr. and Mrs. Average U. S. Citizen visit us.

This year, many will come to San Antonio on their way to the World's Fairs, PLUS the many thousands who, year after year, spend their entire vacations in South Texas. Life is different in San Antonio, and so is business!

Summer Business Is Good in San Antonio!

95 REGULARLY SCHEDULED LOCAL SPONSORED PROGRAMS PER WEEK WILL CONTINUE THRU THE SUMMER.

12 NEW ACCOUNTS THIS MONTH STARTED SUMMER SCHEDULES.

plus Full CBS Summer Schedule

K T S A
SAN ANTONIO

Watch for Announcement KTSA *Under a New Banner*

"There is no fixed yardstick for measuring media in any market." No advertiser can afford to overlook KITE's consistent audience in the Kansas City Market area. Facts are yours for the asking.

Radio Station
KITE
KANSAS CITY, MISSOURI
1000 WATTS · 1530 KILOCYCLES
D. E. "PLUG" KENDRICK · L. L. "JAKE" JAQUIER

FROM SMALLEST TO LARGEST

Los Angles Food Market Skyrockets to Success —Through Judicious Use of Radio—

By EDWARD J. McCALLUM
Advertising Arts Agency, Los Angeles

WHEN the national advertising dollar is broken down, the column heading retail food stores reveals that the American grocery store spends around $50,000,000 yearly on advertising. Radio's share of the retail food store advertising dollar totals up to little more than a nice round goose egg, because to date only one market in this area to our knowledge, has consistently utilized the radio column to sell its cabbages. This is the Farmers Public Market in Los Angeles.

The Farmers Public Market might have been just one more neighborhood food emporium had not its management stubbornly refused to see all the "common-sense reasons" advanced why it should *not* use the radio medium majorly in its advertising. Roger Dahljelm, proprietor, and Fred Beck, advertising manager, both believed that radio might be used successfully, because it had sold just about everything else, and was gaining in volume year-by-year over all media.

Markets Everywhere

They figured their one hurdle was to get Mrs. Consumer to pass by other stores and patronize the Farmers Public Market. In Los Angeles are to be found the most magnificent markets in the world, and the problem was not an easy one. As it worked out, largely through the persuasiveness of Farmers Market copy presented on the air, Mrs. Consumer did go to that market, and liked it better. It is today a five-million-dollar-a-year corner store, thanks in considerable part to radio.

When this unique food market opened in 1934 the money available for advertising was limited. But the Farmers Public Market started off by buying time on KNX, Hollywood. Since then no week has passed that a Farmers Public Market program has not been scheduled on one or more Southern California station.

Customer count has increased 73% as compared with a year ago, through the weekly quarter-hour musical feature on KNX, plus a Monday quarter-hour program titled *Farm Time*, on KFAC, Los Angeles. The KFAC program features Maude Muller in philosophical chats with organ background, and market hints.

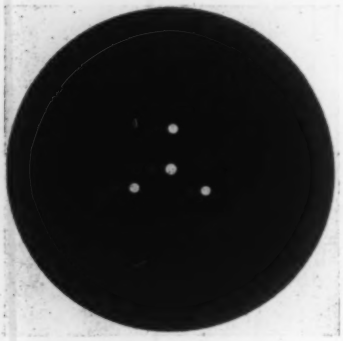
The general practice has been to rotate program types and talent. No fixed program formula has been followed, the market merely presenting fairly listenable offerings that meet the production standards of the respective stations used. Advertising copy highlights the salient advantages of shopping in this particular market with few leader merchandise items announced, illustrating economy benefits accruing to customers. The market management attributes to radio a great measure of credit for not only generating a continuous flow of new customers, but of being responsible for the steady rise on its sales charts.

A count is kept of all cars entering the Farmers Market five-acre parking lot. This count is currently running better than 3,500 cars from 9 to 6 on week days. The Saturday count averages better than 7,500. Best day so far was 9,027 cars. Top dollar volume was reached the day before last Christmas when occupants of 8,427 cars left an estimated $36,000 in the tills of the market's 70 departments.

Thus in 4½ years the Farmers Public Market has grown from the city's smallest to its largest retail food institution, and its owners give radio, and their own common sense, credit for the growth.

A recent survey was conducted by the market itself. Over a period of 12 business days, cars were not only checked in, but clerks took down the license number of each. These were later checked for the home addresses of owners. Then, with the market as a center, a one-mile circle was drawn on a map of far-flung Los Angeles. A two-mile circle was added, and so on up to 20 miles.

Results astounded the management and provided one of radio's best local success stories. Prior to this survey it had been assumed that the market served a broad trading area. But when the final returns were computed it was discovered that less than one-third of the market's business came from within the five mile circle.



BLANK DISCS & SUPPLIES
For Recording of
SPEECH and MUSIC

We are favored with the patronage of many universities, colleges, co-operative stores, broadcasting stations, police departments, recording studios, and departments of the Federal, State and City Governments.

WRITE FOR FREE SAMPLE
Mirror Record Corporation
56 West 25th Street
New York, N. Y.
Telephone CHelsea 3 - 2222-2223
P. K. TRAUTWEIN, Pres.

WTAG
WORCESTER, MASS.
announces the
appointment of
EDWARD PETRY & CO.
INCORPORATED
as exclusive
NATIONAL REPRESENTATIVE
July 1, 1939

Instructive Broadcasts To Feature Programs of National Education Assn.

CBS and NBC are presenting special programs designed for their educational as well as entertainment values in connection with the National Education Assn. convention, held in San Francisco July 1-7. Sterling Fisher, CBS director of education, is attending the meeting to supervise the CBS programs, schedule of which follows:

July 1, "The Librarian" on the *Americans at Work* series; July 3, increasing importance of natural sciences in school courses will be stressed in the *Adventures in Science* broadcast, with talks by Watson Davis, editor of *Science Service*, and Reuben T. Shaw, president of the NEA; July 4, "Crisis in Czechoslovakia" from the *American School of the Air* series; July 5, books of special interest to educators will be reviewed by Prof. T. V. Smith in his *Of Men & Books* series, and broadcast of "Can It Happen Here?" from *The People's Platform* series; July 6, a summary of convention activities, and July 7, a dramatization from the *Men Behind the Stars* series.

NBC will have as representatives at the convention Judith Waller, educational director of central division; Arthur Garbett, educational director on the West Coast, and William Webb of the New York promotion staff. A preliminary broadcast on June 28 was carried by NBC of the *Our American School* series. Other NBC programs scheduled were: July 1, *Florence Hale's Radio Column* of educational news; July 2, Joseph Henry Jackson, book critic, discussing educational books; July 3, drama of the 100th anniversary of Teachers' College, San Francisco; July 4, drama entitled "Kitty Hawk to Corrigan" on the *Ideas That Come True* series, a pickup from the Pan-American *Clipper* taking off for the Orient, and a broadcast of colonial songs by Dorothy Gordon; July 5, *Our American School* broadcast with talks by Willard Givens, executive secretary of the NEA, and Dr. Reuben Shaw, NEA president.

W. P. BOOKER, local utility employe, has applied to the FCC for authority to acquire control of WBTH, 100-watt daytime outlet in Williamson, W. Va., which first went on the air last April 16, by acquiring part of the stockholdings of George W. Taylor, jeweler and electrical appliance dealer, now the majority stockholder.

Full of Plugs

TO *Hey! Mr. Motorist*, traffic safety feature of WOWO, Fort Wayne, Ind., goes the palm as probably the "free pluggingest" program on the air. Broadcast from a downtown street, on U. S. Highway 30, the program is built around interviews with passing drivers. Among the local and out-state drivers, a bunch of salesmen inevitably reach the mike—and always with a good word for their products. To date representatives of two highway construction companies, a manufacturers' association, salesmen for medicines, foods, machine tools, automobiles and hundreds of small business men all have mentioned their wares incident to their interviews on *Hey! Mr. Motorist*.

Milk Drive to Mathes

J. M. MATHES, New York, will again conduct New York State's 1939-40 milk publicity campaign, for which the state legislature has appropriated $310,000 to be expended between July 1, 1939 and March 31, 1940. According to Holton V. Noyes, commissioner of agriculture and markets, the agency was selected over other bidders on the basis of results obtained since 1935, when the agency began directing the campaign. No definite plans have been formulated as yet, but it is understood that radio will be used among other media for the new campaign.

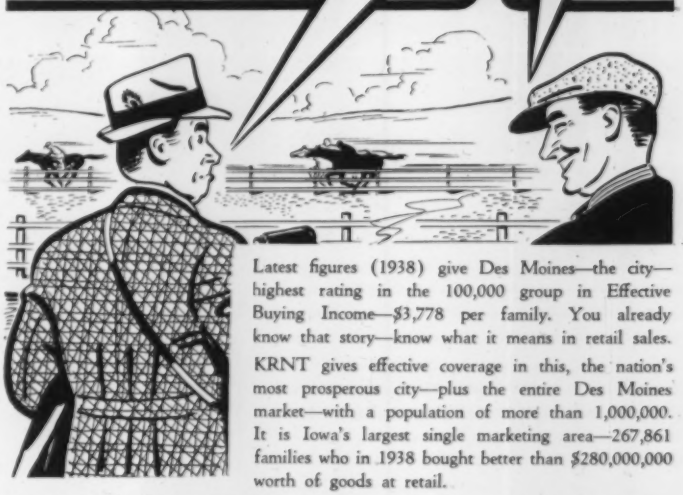
Coca-Cola Renewing

COCA-COLA BOTTLING Co., on July 3 will start a 52-week contract renewal with *Singin' Sam* for his quarter-hour musical transcriptions, which are offered by the company to its franchised bottlers all over the country, and are now broadcast three to five time weekly on 145 stations. The New York office of D'Arcy Adv. Co., St. Louis, places the majority of the transcriptions, which are cut by WBS.

NBC Renews SESAC

NBC on June 14 signed a five-year renewal contract, retroactive of May 15, 1939, with the Society of European Stage Authors & Composers (SESAC) for use of its numbers on all NBC networks.

...Pay less to get Top Per Family Income? How? *KRNT, of course!



Latest figures (1938) give Des Moines—the city—highest rating in the 100,000 group in Effective Buying Income—$3,778 per family. You already know that story—know what it means in retail sales.

KRNT gives effective coverage in this, the nation's most prosperous city—plus the entire Des Moines market—with a population of more than 1,000,000. It is Iowa's largest single marketing area—267,861 families who in 1938 bought better than $280,000,000 worth of goods at retail.

The effective buying income of the Des Moines marketing area last year was $500,771,000. KRNT, Iowa's only Basic Columbia Station, gives you ready-made access to this profitable market. Rates? Check them. You'll find them surprisingly low.

In Iowa, it's KRNT, of course.

*And, of course, you can buy KRNT in the WNAX — Iowa Network at an exceptionally low rate.

KRNT DES MOINES • Basic CBS • 1320 K.C.
5000 WATTS L. S. • 1000 WATTS NIGHT
Represented by THE KATZ AGENCY
THE ONLY BASIC COLUMBIA NETWORK OUTLET IN IOWA

One Nut on a Bolt!

Or the Sad, Sad Story of the *Time Buyer* Who Came to Maine to Catch Salmon and Caught a River Sucker!

The Maine Market is definitely not PORTLAND and BANGOR! Investigate the rich in-between Market that is Lewiston-Auburn and the buying power of this rich and rapid-response market. So . . . we say: "Don't be a Nut on a Bolt", Mr. Time Buyer, and make all your decisions by driving two red-headed pins into Maine and figure you've milked the market for your prospective advertisers. See WCOU first!

Maine's Busiest Station

That has gathered, in 8 short months, 31 long term ¼ hour shows 3 long term ½ hour shows, 1 long term 1 hour show, that are all produced and directed in the studios of WCOU . . . a significant fact can be recorded here. Every account has shown a definite intention of increasing their radio dollar this coming year. If it's good enough for bright go-getting merchants it's good enough for national account recognition. May we hear from you? And we mean hit us with a rifle full of buckshot!

MUTUAL YANKEE COLONIAL WCOU ON THE AIR EIGHTEEN HOURS DAILY

STUDIOS & OFFICE AT 223 LISBON ST., LEWISTON, ME.

WBAL means business in Baltimore

Formula

FOR AUDIENCE BUILDING

WORLD QUALITY ON WORLD STATIONS

It would be strange indeed if the American public—schooled to know and demand the best in products and services—should be content with less than the best in radio quality.

At least, that's the kind of thinking that brought into being the first library service for radio stations . . . the World Program Service.

And quite naturally the *pioneer* remains the *leader* . . . serving member stations listed on this page with the greatest library of music ever recorded for radio.

Stations here and abroad look to World for the widest variety of musical groups, recording the newest and best in music, and, of course, for that World vertical-cut Wide Range quality which is recognized everywhere as the ultimate in high fidelity recording.

World's formula for audience building is simple . . . give the public highest quality in program and reception, and maintain these standards. "World quality on World stations" has long proved a success formula to stations and advertisers alike.

To Stations—If your city is not listed here, we shall be glad to consider your application. Write World Program Service Division, World Broadcasting System, 711 Fifth Avenue, New York.

WORLD PROGRAM SERVICE

a service of

WORLD BROADCASTING SYSTEM

BROADCASTERS' BLUE BOOK

ALABAMA
WHMA . . . . *Anniston*

ARIZONA
KOY . . . . *Phoenix*

ARKANSAS
KELD . . . *El Dorado*
KARK . . . *Little Rock*
KUOA . . *Siloam Springs*

CALIFORNIA
KPMC . . . *Bakersfield*
KIEM . . . . *Eureka*
KGER . . . *Long Beach*
KHJ . . . *Los Angeles*
KLX . . . . *Oakland*
KGB . . . *San Diego*
KFRC . . *San Francisco*
KDB . . *Santa Barbara*
KSRO . . . *Santa Rosa*
KHUB . . . *Watsonville*

COLORADO
KFEL . . . . *Denver*
KFXJ . . *Grand Junction*
KGHF . . . . *Pueblo*

CONNECTICUT
WTIC . . . *Hartford*
WELI . . . *New Haven*

DIST. OF COLUMBIA
WJSV . . . *Washington*

FLORIDA
WRUF . . . *Gainesville*
WQAM . . . . *Miami*
WDBO . . . . *Orlando*
WTAL . . . *Tallahassee*
WJNO . *West Palm Beach*

GEORGIA
WAGA . . . . *Atlanta*
WRDW . . . . *Augusta*
WMAZ . . . . *Macon*
WRBL . . . *Columbus*
WAYX . . . . *Waycross*
WTOC . . . *Savannah*

IDAHO
KIDO . . . . . *Boise*
KRLC . . . . *Lewiston*

ILLINOIS
WGN . . . . *Chicago*
WDAN . . . . *Danville*
WJBL . . . . *Decatur*
WTAD . . . . *Quincy*
WCBS . . . *Springfield*

INDIANA
WTRC . . . . *Elkhart*
WGBF-WEOA . *Evansville*
WIRE . . *Indianapolis*
WLBC . . . . *Muncie*

IOWA
WMT . . *Cedar Rapids*
WOC . . . *Davenport*
KMA . . . *Shenandoah*

KANSAS
KFBI . . . . *Abilene*
KVGB . . . *Great Bend*
KWBG . . . *Hutchinson*

KENTUCKY
WLAP . . . *Lexington*

LOUISIANA
WJBO . . *Baton Rouge*

MAINE
WLBZ . . . . *Bangor*

MARYLAND
WBAL . . . *Baltimore*
WTBO . . *Cumberland*
WFMD . . . *Frederick*

MASSACHUSETTS
WEEI . . . . *Boston*
WCOP . . . . *Boston*
WTAG . . . *Worcester*

MICHIGAN
WHDF . . . . *Calumet*
WJR . . . . *Detroit*

MINNESOTA
KATE . . *Albert Lea*
KVOX . . . *Moorhead*
KROC . . . *Rochester*
KSTP *St. Paul-Minneapolis*

MISSISSIPPI
WFOR . . . *Hattiesburg*
WAML . . . . *Laurel*
WQBC . . . *Vicksburg*

MISSOURI
KWOS . . *Jefferson City*
KWK . . . . *St. Louis*
KMBC . . . *Kansas City*

MONTANA
KGCX . . . *Wolf Point*

NEBRASKA
KFAB-KFOR . . *Lincoln*
KOIL . . . . *Omaha*

NEVADA
KOH . . . . . *Reno*

NEW MEXICO
KGGM . . *Albuquerque*
KICA . . . . *Clovis*

NEW YORK
WOKO . . . . *Albany*
WGR-WKBW . . *Buffalo*
WESG . . . . *Elmira*
WOR . . *New York City (Newark)*
WINS . . *New York City*
WQXR . . *New York City*
WHAM . . . *Rochester*
WFBL . . . *Syracuse*

NORTH CAROLINA
WBIG . . . *Greensboro*
WEED . . *Rocky Mount*
WSTP . . . *Salisbury*
WAIR . . *Winston-Salem*

NORTH DAKOTA
KDLR . . . *Devil's Lake*
KRMC . . . *Jamestown*
KLPM . . . . . *Minot*

OHIO
WJW . . . . *Akron*
WHBC . . . . *Canton*
WCKY . . . *Cincinnati*
WHK . . . *Cleveland*
WHKC . . . *Columbus*
WSMK . . . *Dayton*
WKBN . . . *Youngstown*

OKLAHOMA
KADA . . . . . *Ada*
KBIX . . . *Muskogee*
KOMA . . *Oklahoma City*
KVOO . . . . . *Tulsa*

OREGON
KFJI . . *Klamath Falls*
KOIN . . . . *Portland*

PENNSYLVANIA
WCBA-WSAN . *Allentown*
WFBG . . . . *Altoona*
WKBO . . . *Harrisburg*
WCAU . . *Philadelphia*
WIP . . . *Philadelphia*
WCAE . . . *Pittsburgh*

RHODE ISLAND
WJAR . . . *Providence*

SOUTH CAROLINA
WAIM . . . . *Anderson*
WCSC . . . *Charleston*

TENNESSEE
WOPI . . . . *Bristol*
WDOD . . *Chattanooga*
WREC . . . *Memphis*
WLAC . . . *Nashville*

TEXAS
KGNC . . . . *Amarillo*
KGKO . . *Dallas-Ft. Worth*
WBAP . . *Dallas-Ft. Worth*
KTRH . . . . *Houston*
KRLH . . . . *Midland*
KPDN . . . . *Pampa*
KTSA . . . *San Antonio*

UTAH
KDYL . . *Salt Lake City*

VERMONT
WCAX . . . *Burlington*

VIRGINIA
WSVA . . *Harrisonburg*
WRVA . . . *Richmond*
WDBJ . . . . *Roanoke*

WASHINGTON
KXRO . . . *Aberdeen*
KIRO . . . . *Seattle*
KMO . . . . *Tacoma*
KUJ . . . . *Walla Walla*

WEST VIRGINIA
WHIS . . . . *Bluefield*
WBLK . . . *Clarksburg*
WCHS . . . *Charleston*
WPAR . . . *Parkersburg*

WISCONSIN
WEAU . . . *Eau Claire*
WHBY-WTAQ . *Green Bay*
WKBH . . . *La Crosse*
WIBA . . . . *Madison*
WISN . . . *Milwaukee*
WSAU . . . . *Wausau*

HAWAII
KHBC . . . . . *Hilo*
KGMB . . . *Honolulu*

CANADA

ALBERTA
CFAC . . . . *Calgary*
CJCA . . . *Edmonton*

BRITISH COLUMBIA
CKWX . . . *Vancouver*

MANITOBA
CFAR . . . *Flin Flon*
CJRC . . . *Winnipeg*

NEW BRUNSWICK
CKCW . . . . *Moncton*
CHSJ . . . *Saint John*

ONTARIO
CKPC . . . *Brantford*
CKOC . . . *Hamilton*
CKCA . . . . *Kenora*
CBO . . . . *Ottawa*
CKSO . . . . *Sudbury*
CKLW . . . . *Windsor*

QUEBEC
CKAC . . . *Montreal*
CKCV . . . . *Quebec*
CHLN . . *Three Rivers*

SASKATCHEWAN
CKBI . . *Prince Albert*
CJRM . . . . *Regina*
CJGX . . . . *Yorkton*

FOREIGN

AUSTRALIA
5 DN . . . *Adelaide*
4 BC . . . . *Brisbane*
3 KZ . . . *Melbourne*
2 GB . . . . *Sydney*

NEW ZEALAND
1 ZB . . . *Auckland*
2 ZB . . . *Wellington*
3 ZB . . *Christchurch*
4 ZB . . . . *Dunedin*

MEXICO
XEW . . . *Mexico City*

SOUTH AFRICA
South African Broadcasting Corp.
Cape Town
Durban
Grahamstown
Johannesburg

PORTO RICO
Destileria Serrallés Incorporated . *Ponce*

VENEZUELA
YV5RA-YV5RC . *Caracas*

XUM

BROADCASTING and Broadcast Advertising

Published by
BROADCASTING PUBLICATIONS, Inc.

Executive and Editorial Offices:
National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
GATE TAYLOR, Advertising Manager

Subscription Price: $3.00 per year–15c a copy–Copyright, 1939, by Broadcasting Publications, Inc.

J. FRANK BEATTY, Managing Editor ● BERNARD PLATT, Circulation Manager
NORMAN R. GOLDMAN, Advertising Representative

NEW YORK OFFICE: 250 Park Ave., Telephone - PLaza 5-8355
BRUCE ROBERTSON, Editorial ● MAURY LONG, Advertising

CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● PAUL BRINES
HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 ● DAVID H. GLICKMAN

NAB: Then and Now

EIGHTEEN months ago broadcasters of the nation met in annual convention. Their trade association, impotent during the preceding few years, was reorganized. Membership dues were practically quadrupled and an entirely new modus operandi was developed with the retention of a paid president as leader of the industry, flanked by an adequate staff.

At that time the industry was being lambasted in Congress and browbeaten by the FCC. Tribute was being demanded by every type of service which felt it performed a function for radio. Broadcasters, lacking an adequate front, were taking it lying down.

Today the same broadcasting industry is preparing for another convention—the first under the new order. Just a year ago Neville Miller, lawyer, scholar and former Louisville mayor, took over the NAB reins. There have been no miracles performed during the last year. None should have been expected. The industry may still constitute something of an economic uncertainty and still may be a political football. But no longer is it taking it on the chin without fighting back.

Viewing the year in retrospect, it has been a rigorous one for the business of broadcasting. The NAB staff, which started from scratch, found itself on the firing line even before it could appraise the opposition and learn what the shooting was about. Under the circumstances, we feel it has made headway. It hasn't lost any important battles for it is still in the front lines. And the real war—against those who advocate the sort of Government restraint which might result in junking Radio by the American Plan—has never been openly declared.

At the Atlantic City convention, two major subjects appear on the agenda—the proposed code of self-regulation of the industry and the irrepressible copyright issue. Both basically are dollar problems. Harsh words may be spoken before the assembled delegates go on record because broadcasters preponderantly are vigorous and outspoken. We look for spirited discussion on each issue, with no punches pulled or holds barred. And we hope to see the delegates of one accord at adjournment.

In the heat of discussions on *pocketbook problems*, we trust the delegates will not overlook the more fundamental issue—that of preserving the integrity of Radio by the American Plan. Radio is too close to the American people and too important a part of their daily routine to be booted around by a politically minded regulatory body or by professional agitators without a real show of strength by an independent and self-respecting industry.

Key to the Mint

IT'S ABOUT TIME to puncture those tall tales about the radio treasure chest—glib stories telling how a Government franchise, so-called, automatically makes a streamlined Midas out of the broadcaster.

When a magazine like *Time* or *Readers Digest* or *Life* is successful by dint of astute editorial and business direction, its success is taken for granted as due. The same goes for a Broadway show, or a motion picture, or a department store; in fact, for any legitimate line of business. But where broadcasting is concerned, some would have the public believe that a wavelength license is a touch-and-go key to the mint. Radio, perhaps more than any other industry, has been misrepresented by legends of wealth and great profits. Yet, with the rare exceptions of extraordinarily placed stations, the facts simply don't bear out such tales.

It is true that some stations earn handsome returns, thanks to good facilities, good markets, good management and operation—and thanks, of course, to results for clients. On the other hand, more than one-third of the country's stations show little or nothing in the way of profits. The same funds and energies invested in any number of other enterprises would earn much greater yields.

Let's look at the record while others, in and out of the Government, prate loosely about radio rolling in wealth.

The broadcaster quotes a rate for his time. A sale is made, and 15% of that rate, often plus a 2% cash discount, goes to the advertising agency. That's the first deduction.

Then usually there is another 15% to the national representative handling spot business; or on local business there is an equivalent commission to agency or salesman or both.

Then ASCAP takes its 5% of revenue, whatever the source of income, after deduction of one sales commission, usually the agency's.

Then AFM, for employment of musicians, levies what amounts to a guarantee of another 5% of the station's gross revenues.

Then there are the miscellaneous fees—to smaller copyright-owner units, for employment benefits, etc. These, conservatively, will total another 5%.

All of this adds up to about 47%, as we figure it, of fixed overhead the moment a sale is made. Add to this general operating costs (including expenses entailed in Washington, such as legal and technical fees and responses to FCC questionnaires) and then take into account Federal and State taxes. Accountants tell us that income, corporate, social security, unemployment, intangible, sales, excise and other levies mean an average radio management tax burden of at least 30%.

We could go on, but we're already a bit giddy about the whole business. Yes, broadcasting is a good business. But—dollar for dollar, hour for hour, watt for watt, it has more than its share of fiscal worries, Federal, State and local.

ONE-YEAR licenses at last! Certainly that is something which justifies exclamations of "Eureka!" from the broadcasters. The law, on the books since 1927, permits three-year licenses for broadcast stations. It should permit continuing licenses, revocable only for cause, in order to provide maximum stability and minimum costs in government regulation. The industry is duly grateful to the FCC for the doubled license tenure. It must now show that greater efficiency will result, and the legally permissible three-year tenure should be the next step.

A Rising Fall!

A CAREFUL scanning of key spots in agency, advertiser and broadcast ranks indicates that spot business next fall will at least equal and probably surpass that of last autumn. Out on the West Coast, where they love superlatives, the trade hopes for a sizeable jump in autumn business—a landslide as they modestly term it.

Our analysis of reports from various parts of the country reveals a definitely optimistic feeling all around. An autumn increase is generally expected, though not as big a gain over the fall of 1938 as the gain then over 1937.

From both the Midwest and the Coast come indications of a shifting trend in the use of spot radio. Along the Pacific a growing interest in participation programs is perceptible, and there have been an unusual number of inquiries for network time. In the Midwest, also, there are signs that more announcements and perhaps fewer quarter-hour shows will be used this fall by spot advertisers. There the trend has been under way for some months.

In accounting for this trend, three reasons are cited: Increased production costs under AFRA codes; complications facing timebuyers in clearing time for extended spot campaigns, and difficulty in producing the quarter-hour show. Perhaps the broadcasters are remiss in failing to provide the agencies and sponsors with adequate programs and ideas, for the fact seems to be that they are turning more and more to spot announcements, 5 and 10-minute news broadcasts, station features and participating shows. And the fact remains that national spot programs must be made easier for timebuyers to handle if this portion of the national advertising income is to continue upward, or to hold its level.

At any rate, spot prospects look good for the autumn months. The midsummer weeks will find many schedules in the mill, and by September the campaigns will be getting under way.

We Pay Our Respects To —

GLENN SNYDER

IF ALL of the men in radio who don't know and like Glenn Snyder were stood end on end they wouldn't reach as high as the first rung of any self-respecting vertical radiator, so popular is the manager of WLS, Chicago, who celebrates on July 3 his 10th anniversary with WLS and the *Prairie Farmer*.

Mention his name to a radio man on the street, and before you can pronounce it the fellow will grin and say something like, "One night in New York Glenn and I were . . ."; or, "The other day he was telling me one about two farmers who . . ." Mention Glenn's name before any radio men who are seriously discussing industry problems, and their reaction is one of respect and esteem. For behind the clowning exterior of a man whose antics after business hours are bywords is a sincere humanitarian and a keen business sense.

If you think a farmer is a man who says "By Cracky", squirts tobacco juice and raises Ned on the back eighty, don't try to understand Glenn Snyder. You never will. But if you sense the rhythm of farming, can vicariously feel the good earth, then you know without inquiring why WLS has become a successful station, why its many listeners both urban and rural form a loyal subscription list who regard its voice as their own. It is one of them. Because Glenn is one of them.

Should you ask Glenn why he got into radio, his sincere reply will be, "When I went into radio I had a picture in my mind. I could see a farmer coming in from the fields of a late afternoon. To me he represented a great mass of people in this country who haven't got the breaks they really deserve, who've never made as much money as they really deserve to make. This farmer I had in mind had worked like the devil all day long and he was tired, tired clear through his bones. In his little frame house his wife was preparing supper. She was weary after a day's work around the house, just plain dog-tired. After supper this farmer would sit by the fire and read farm journals. There was little or no entertainment for him. You know, I figured how wonderful it would be if radio could come into his home with entertainment, market reports and a lot of information that would be valuable to him. I saw radio as a service medium. And I still do. I'll tell you how I know I'm right. I know these listeners of ours. Their background is mine. I'm one of 'em."

And while you're in Glenn's office the phone is apt to ring and he'll turn from it to say, "You see what I'm up against. That was a national sponsor wanting late afternoon time for a script show across the board. We've got a sustaining market report in that spot and I just can't move it. I've still got that farmer in mind I was telling you about. You see, he's figured on hearing that market report at that particular time and I can't disappoint him. I'll bet he's left his horses in the field to run in and catch that report. But like as not he's got a radio on his tractor like a lot of them have today."

This is the sincerity of a man who was born in Grant City, Mo., June 12, 1891. During his first 19 years, Glenn lived in 20 different Midwestern towns and held 20 different jobs. Before becoming commercial manager of WLS in 1930, he had worked at four advertising agencies, three newspapers, a photo engraving company, six farm papers, the advertising departments of three department stores, and one bank. He left high school at 17 after his freshman year and landed a job in a shoe factory in St. Joseph, Mo., cutting shoes for $3.50 per week, of which $2 went for his weekly board and room.

He worked in the shoe factory for three years, then scampered all over Missouri doing newspaper and agency work. When luck went against him he returned to the *St. Joseph News-Press*, working for this paper three different times before the World War. Enlisting as a private, he later entered officers' training camp and was commissioned a second lieutenant of infantry. He was with the 89th Division at Camp Mills, N. Y., under command of General Leonard Wood. He did not go overseas, but was one of the 24 officers returned to Camp Funston, Kan., when General Wood was relieved of command of his division.

After the War, Glenn did newspaper work in Mitchell, S. D., then returned to St. Joseph, Mo., to work for a department store. Later he joined the staff of *Kimball's Dairy Farmer* in Waterloo, Ia. A year later he was named advertising manager of the *Nebraska Farmer* at Lincoln, Neb., which position he left to become general manager of the *Wisconsin Agriculturalist* at Racine, Wis.

It was in 1929 that Glenn joined the advertising department of the *Prairie Farmer*, and a year later he became commercial manager of WLS. So successful were his operations as commercial manager that in 1931 he was appointed manager of WLS and six years later was named vice-president. Since that time the station and its programs have become Midwestern institutions and the success of WLS is largely the success of Glenn Snyder. For in his friend and boss, Burridge D. Butler, president of WLS and the *Prairie Farmer*, Glenn has found a man who matches his ideas and ideals. Nor is their relationship strictly business, for they are constantly clowning. Mr. Butler is over six feet tall and Glenn is slightly over five feet in heighth. It remained for Doc Sprague, publisher of the *St. Joseph News-Press* and Glenn's perennial employer of former days, to sum up the appearance of Butler and Snyder. "When they walk down the street", Doc said, "it's like a man and his shadow at high noon."

Glenn is a joiner and a club man. He is a member of the Medinah Temple (Shrine) and a Scottish Rite Mason. He belongs to Chicago's Union League Club and the Illinois Atheltic Club. He married the charming Helen Bernard on Thanksgiving Day, 1919. She was a newspaper woman of St. Joseph, Mo., where he was then working for a local department store. The Snyders have two daughters, Mary Marjorie, 18, and Helen Shirley, 16. Among his hobbies, Glenn lists radio, literature and baseball. But all who know Glenn know his real hobby. It's fun and he has it everywhere. And he finds it helps business too!

Personal NOTES

R. M. SAMPSON, in charge of sales promotion at KWK, St. Louis, for the last year, has been appointed national sales manager by V. E. Carmichael, general sales manager. Mr. Carmichael will continue to devote his time to both types of business but will be assisted on national sales by Mr. Sampson, who likewise will continue in charge of sales promotion.

R. E. SAVIDGE, since 1931 a member of the FCC staff and for the last several years a reviewer in its Broadcast License Section, on June 9 resigned from that post to accept a position as field supervisor of the Railroad Retirement Board in Columbus, O.

H. H. HOLTSHOUSER, executive of WAPI, Birmingham, was in Hollywood in mid-June to confer with Donald W. Thornburgh, CBS Pacific Coast vice-president.

JOHN F. PATT, general manager of WGAR, Cleveland, is the father of a girl born recently. The child, Joan Frances, is his third daughter.

WILL WHITMORE, advertising supervisor, Western Electric Co., flew to Dallas June 21 to inspect the new 50 kw Dougherty W-E installation at KRLD.

JAMES R. CURTIS, president of KFRO, Longview, Tex., recently was elected a director of the A. A. Canning Co., pickel packers of that city.

EARL J. GLADE, executive vice-president of KSL, Salt Lake City, recently was elected a director of the Salt Lake City Chamber of Commerce for a three-year term.

LLOYD E. YODER, general manager of NBC, San Francisco, has recovered from a foot infection caused by a spider bite.

WALTER G. PRESTON Jr., NBC director of educational programs, a 1935 Yale graduate, has been elected a member of the executive committee of the Yale Alumni Board.

JOHN S. K. HAMMANN, who resigned June 15 as sales manager of KYW, Philadelphia, was honor guest at a luncheon June 20 given by KYW department heads and salesmen. He will remain at the station for a short time to straighten out pending affairs. No successor had been appointed as BROADCASTING went to press.

FRED FIELDING, formerly in the radio department of N. W. Ayer & Son, Philadelphia, is now in charge of the research sales staff of Ross Federal Research, Philadelphia.

DR. HERMAN S. HETTINGER, assistant professor of marketing at the Wharton School of Finance & Commerce, University of Pennsylvania and radio economist, has been promoted to associate professor of marketing.

JOHN A. HOLMAN, manager of WBZ-WBZA, Boston-Springfield, has been elected first vice-president of the Advertising Club of Boston. President is Louis Glaser, head of the agency bearing his name.

HOWARD BANTA Jr. has joined KFWB, Hollywood, as account executive. He was formerly with George A. Hormel & Co. in Los Angeles.

FRANK COFFIN, formerly with KWLK, Longview, Wash., is now manager of KVCV, Redding, Cal.

JOHN DODGE, commercial manager of WRC-WMAL, Washington, recently attended the American Bankers Assn. convention at Hot Springs, Va., where he won second prize, a fitted traveling case, in a golf tournament held during the meeting.

OLLIE COOK, formerly announcer and news commentator, has joined the sales staff of KFYO, Lubbock, Tex., replacing Quanah Parker.

HENRY ROOT, formerly account executive with KYA, San Francisco, recently became regional advertising director of *Fan Fare*, a northern California magazine.

REG DAGG, commercial manager of CKWK, Vancouver, headed a delegation of Vancouver advertising men to the Pacific Advertising Clubs Association Convention in Oakland June 28. As chairman of the Advertising and Sales Bureau of the Vancouver Board of Trade, he carried an invitation to hold the 1940 convention in Vancouver.

BEHIND the MIKE

PIERRE BEDARD, who conducts weekly French-language broadcasts for CBS, which are rebroadcast in French by the PTT, has gone to Paris at the invitation of the French Government to organize the 7th Congress of French Language and Literature, to be held Sept. 18-22 at the French Pavilion of the New York World's Fair.

GENE ARNOLD, formerly m.c. for *Sinclair Minstrels* and other NBC shows, on June 26 moved to Fort Worth to begin a four-weekly quarter-hour on KGKO, sponsored by the Texas Electric Service Co.

RICHARD ELLERS, newscaster of KYA, San Francisco, has been cast in the serial drama *Hawthorne House* heard weekly on NBC-Red on the Pacific Coast under sponsorship of Wesson Oil and Snowdrift Sales Co., New Orleans.

JIMMY McCLAIN, for the last year program director of KABC, San Antonio, has joined Texas State Network as assistant program director and production manager. He formerly was an announcer with WFAA and the Texas Centennial Exposition in Dallas, and with WOAI, San Antonio. McClain has been assigned to announce the new *Texas Hall of Fame* series, saluting the major industries of the state, on TSN, with Steve Wilhelm narrating.

JACK WELLS, announcer and commentator at CFQC, Saskatoon, Sask., received recognition for his sports broadcasts last month when he was picked to broadcast the weekly *Speaking of Sports* commentary on a CBC national network for the summer.

AGNES JO CHATTERTON, for six years program department secretary of KFI-KECA, Los Angeles, has resigned. Her successor is Oma Rhodes, who returned to the station after an absence of two years.

HELEN STEWART, secretary to Educational Director Arthur Garbett, NBC, San Francisco, recently returned to her post following an illness of several months.

New WTIC Sales Chief

WALTER JOHNSON, who began as an announcer with WTIC, Hartford, when it was established in 1925, has been promoted to the sales managership in a shakeup of the commercial staff ordered by Paul W. Morency, general manager. Effective at once, he moves up from supervisor of local sales to commercial manager, while James F. Clancy, former commercial manager, becomes sales promotion manager and Irwin Cooper moves from continuity editor to sales representative. Mr. Johnson has been successively announcer, chief announcer, producer, salesman and local sales supervisor.

Mr. Johnson

BILL FROSCH, formerly chief announcer of WIRE, Indianapolis, recently joined the announcing staff of WLW-WSAI, Cincinnati.

JOHN CHARLES ADAMS, former news commentator of WOR, Newark, has joined WJJD, Chicago, as commentator on a thrice-weekly quarter-hour news series. Mr. Adams has been associated with Edwin C. Hill for several years and is writing a book on politics.

WILLARD L. JOHNSON, former dean of men at Drake University, Des Moines, and now executive secretary of the Iowa Roundtable of the National Conference of Christians and Jews, conducts "News and Views About Religion" weekly on WHO, Des Moines, is not a regular member of the announcing staff, as stated in BROADCASTING, June 15.

VIC ROWLAND, news editor of the *Stanford Daily*, of Stanford University, has joined the production staffs of KVOE, Santa Ana, Cal.

BEN FELD, musical director of KMOX, St. Louis, and Joe Stovall, arranger, have written "Lovely As You Are," new song featured on local CBS programs out of St. Louis.

RAY McNAMARA, organist of WWL, in New Orleans, in collaboration with Chris Yacich, has written another new song, "A Table for Two" published recently by Mills Music Corp., New York.

JOHN PEEL, formerly of WKRC, Cincinnati, and a former newspaperman, has joined WIBG, Glenside, Pa. as news commentator.

HESTER KYLER, program director of WCLO, Janesville, Wis., recently wrote a new song, "Blackhawk Land" in honor of Southern Wisconsin's well-known vacation spot. The *Janesville Gazette* published a special vacation edition, recently, giving a half-page two-color spot to the piece, and summer resort bands in the section have adopted it as the official vacation song.

FRANK L. DENT has replaced S. Hervey Kelly as program director of KSAM, Huntsville, Tex., and Elbert Stanton has been added to the announcing staff. KSAM also has appointed Jean Elvins as director of women's programs.

ARTHUR H. FAUST, formerly of KFAB and KFOR, Lincoln, Neb., has been made program director of KMPC, Beverly Hills, Cal., succeeding Ted Gates, resigned. Ted Baughn, announcer, has withdrawn his resignation and will remain with the station.

PHIL BAXTER, composer of "Piccolo Pete", "Ding Dong Daddy" and "Faded Summer Love", has been appointed production director of the Dallas studios of KGKO, Fort Worth.

MARVIN CONN, formerly of KTUL, Tulsa, has joined KGKO, Fort Worth, as sports announcer, conducting a series of weekly afternoon sportscasts and handling play-by-play descriptions.

DAVE GARROWAY, announcer of KDKA, Pittsburgh, has been placed in charge of special events, according to an announcement by Manager Sherman Gregory.

HUGH M. ASPINWALL, formerly of WCCO, Minneapolis, has resigned and is a featured actor on the shows of Ralston Purina Co., being recorded by World Broadcasting System, Chicago.

ED HUMPHREY, announcer of WJJD, Chicago, will marry Miss Katherine Roos July 15. Jack Drees, sportscaster of WJJD, will marry Miss Mary Roach Aug. 16.

RAY FERRIS, head of the music department of WLS, Chicago, has written another popular song titled "Trailing a Trail". Mr. Ferris recently published the song "Down the Lane of Memory".

MISS DOROTHY HOPPER, of the continuity staff of KGNC, Amarillo, and Raymond Holbrook, of the *Amarillo Daily News*, were married June 16, at Plainview, Tex.

MARGARET CAIN has joined the continuity department of KOMA, Oklahoma City.

START AT THE TOP

STAY AT THE FARM CITY

WSYR presents daily the finest programs of both NBC networks, together with outstanding Local shows of diversified appeal. That's why we are the preferred station of listeners in a rich Urban and Rural Market, which is one of the *important* Wholesale centers in the east as well as a *prosperous* Farm region. So spin your contracts over here to "start at the top" (of the dial) in order to "stay at the top" (of your sales chart)!

WSYR 570 Kilo.

PAUL H. RAYMER CO.
National Representatives
NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO

Tops in SYRACUSE
Tops in Program Popularity Surveys . . . Tops in Coverage

ROBERT SARNOFF, youngest son of David Sarnoff, president of RCA, and just out of Harvard University, has joined the New York World's Fair radio staff under Dr. John S. Young.

TED COTT, formerly announcer and dramatic director of WNYC, New York, is now the m.c. for the new CBS musical quiz program *Hour of Musical Fun*.

TONY MARVIN, formerly staff announcer of WNYC, New York's municipal station, has joined the New York World's Fair radio staff as production man.

HARMON NICHOLS of the Chicago bureau of United Press has been transferred to the UP radio editorial desk in New York.

JACK MANIN, formerly located in New York and other points in the East, has joined WWL, New Orleans as music arranger.

DOUG SMITH, sports commentator from British Columbia, has joined the sports staff of CFCN, Calgary, Alta.

JACK FRASER, NBC announcer, is the father of a son, born June 21. The baby's mother is the former Betty Glenn, a member of NBC's press department before her marriage.

KEN ELLINGTON, *Roving Reporter*, of WBBM, Chicago, has been named a judge for the contest board of the American Automobile Assn., and will combine his judge-announcer duties as he covers midget auto races in the Chicago area.

EDWIN MULLINAX, announcer of WHMA, Anniston, Ala., was guest columnist in Tommy Dorsey's magazine, "Bandstand", during June.

WES McKNIGHT, chief announcer of CFRB, Toronto, is the father of a boy born in May.

HARRIS OWEN, musical director of KARK, Little Rock, Ark., is filling in his 13-week summer layoff by directing the orchestra at Shadow Lake, Noel, Mo., Ozark summer resort where many of the scenes in the film "Jesse James" were shot last year. He is to return to KARK in late August.

PAUL LANGFORD has been elevated to chief announcer of KMPC, Beverly Hills, Cal., succeeding Kenneth von Egidy, who resigned to free lance. Jack Stafford has been added to the staff as announcer. He succeeds Ted Baughn, also resigned.

GLADYS HALL, secretary to Harry C. Butcher, CBS Washington vice-president, is taking a month's leave and will motor to the Pacific Coast, her first vacation since 1936. She will travel with Mrs. Annette Hutterly, secretary to Judge Sykes, during his FCC regime.

CHARLES DeVOIS, of the continuity department of WNOX, Knoxville, and Miss Alma Wittenbarger are to marry in mid-July.

Meet the LADIES

BERNICE JUDIS

AS GENERAL manager of WNEW, New York, 24-hour-a-day station, Bernice Judis rates high in the list of successful career women of America's greatest metropolis. She joined WNEW in 1934 as a copywriter and program builder. Assisting in the business office, it was not long before she assumed its full direction. Though attractively feminine in appearance, Bernice Judis' mental processes are masculine. Possessor of keen judgment, imagination, ingenuity and a flair for showmanship, she is one of radio's outstanding executives.

JACK WILLIAMS, program director, and Al Becker, staff organist of KOY, Phoenix, Ariz., have gained local fame as explorers. They recently staged an expedition into the little-known Colossal Caves of Arizona, which extend more than 37 miles underground.

DAVID STARLING, KFWB, Hollywood, actor, has taken on the duties of relief announcer.

TONY Le FRANO, KDB, Santa Barbara, Cal., announcer-producer, has been transferred to KHJ, Los Angeles, for the summer.

PAUL POPE, new to radio, has joined KVOE, Santa Ana, Cal. as junior announcer.

AL GODWIN, announcer of WWL, New Orleans, recently married Thora Spitzfadden.

BUD THOMPSON, Texas Tech graduate, new to radio, has joined the announcing staff of KFYO, Lubbock, Tex.

We Like To Be Contrary!

KEEP WATCHING THE OZARKS

Speaking of Summer

The Missouri Ozarks this year will enjoy a $10,000,000 resort season (Missouri State Department Figures) between June 1 and October 31.

Resorts of North Arkansas also bring rich tribute to the KWTO territory.

This means there's money being spent in the Ozarks . . . and time for you to get your share of the summer-time profits, offered by KWTO advertising.

Are you one of those hard-boiled advertising executives who *knows* the mail-pulling season starts (and ends) with cold weather?

Then get wise to yourself, Mr. Executive.

KWTO drew 4,323 separate *cash orders* from 33 programs, April 24 to May 31, for Skrudland Photograph Company of Chicago . . . and from 837 towns.

KWTO does an all-year job in the Ozarks!

KWTO
560 KC. -- 5000 Watts
Springfield, Missouri
Nat'l. Representative—Howard H. Wilson

1935 — COLORADO SPRINGS
1936 — CHICAGO
1937 — CHICAGO
1938 — WASHINGTON
1939 — ATLANTIC CITY

For the fifth time...

YES! WE'LL BE THERE

• NBC THESAURUS, foremost among recorded program services, will again be represented at the NAB Convention... In this, its fifth year of leadership, THESAURUS offers more and better big-time programs for stations and advertisers.

For an audition and complete information, visit

NBC
TRANSCRIPTION SERVICE EXHIBIT
At Atlantic City NAB Convention
HOTEL AMBASSADOR

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

watch this white spot!

This white spot is the Great Falls, Montana market.

For verification, we refer you to Nation's Business and other magazines reporting general business conditions.

If you watch this white spot, you'll notice that it's expanding.

This white spot is a real sales spot. And its only station offering consistent and constant coverage is KFBB.

Great Falls KFBB Montana
5000 WATTS DAY 1000 WATTS NIGHT
Columbia Broadcasting System

Free Discussions

NEW JULY series on WIRE, Indianapolis, *At Your Service*, will offer professional, retail and service organizations opportunities to discuss their problems on the air, explain their work and correct mistaken impressions. The weekly programs are carried as a public service feature, offered without cost or obligation, and each group is scheduled for a date complementing other promotional activity.

Old Play Revival

AFTER four year's work by literary detectives, hunting for faded American dramatic classics, NBC-Red is starting a radio revival of nine 50-year-ago favorites July 6 on its weekly series of *America's Lost Plays*. The idea was conceived in 1935 and carried out by Barrett H. Clark, executive director of the Dramatists' Play Service, who superintended the detective work that uncovered about 100 forgotten plays.

Make Shreveport
YOUR
TEST CAMPAIGN
City

Watch sales grow in this rich, able-to-buy market. This year's building permits will greatly exceed the record breaking 1938. 300 new families from one company are moving their headquarters to Shreveport. 2,000 additional men are being placed in service at the army's Barksdale Field. KTBS reaches this rich, able-to-buy market every day from 6 A. M. to 12 P. M.

EVERYBODY is WORKING in SHREVEPORT

1,000 WATTS
KTBS
SHREVEPORT
LOUISIANA

Represented by The Branham Co.
IN THE CENTER OF THE WORLD'S GREATEST OIL AND GAS AREA
NBC

Purely PROGRAMS

Adolescent Bookworms

TO ENCOURAGE juvenile reading, the Milwaukee Public Library is cooperating with WTMJ, Milwaukee, in a new series of programs dramatizing outstanding children's books and organizing a literary club, the Ancient Order of Bookworms. Each child listener gets a "books read" schedule sheet, tied up with the WTMJ programs, and upon reading five of the selected books is eligible to membership in the Order, complete with membership button. Each youngster checks in at a library branch to be quizzed on each book to test his reading.

* * *

They Visit Ivie

A NEW TYPE of program, titled *Let's Visit Ivie Stein*, is being sponsored on KVOE, Santa Ana, Cal. by a local stationery store. Programs feature unrehearsed visits with the proprietor of the store, who is a camera expert. Lectures, movies, color photography exhibits, and free-for-all discussions follow each broadcast, with listeners invited to visit the studio and participate. Sponsor is merchandising the program with newspaper ads, window displays, telephone mentions, package stuffers and direct mail advertising.

* * *

Editors Take the Mike

WIRE, Indianapolis, is lining up editors of daily and weekly newspapers in Central Indiana for appearances on its newest weekly forum program, scheduled to start July 5. Four editors on each broadcast will give their views on some one subject of state or national interest. The radiotorials will be presented via transcription, made in the editor's offices. The records are to be given the editorialists after their comments have been broadcast.

For Softball Fans

CAPITALIZING on the popularity and increasing interest in softball in Orange County, KVOE, Santa Ana, Cal., has started a twice weekly quarter-hour program, *Your Softball Reporter*, with Jack O'Mara as commentator. With approximately 80 teams playing in ten organized leagues, in the county, KVOE made sure first that such a program was wanted by sending out blanks to all managers requesting complete rosters of all teams and expressions of opinion. The program consists of news and sidelights of games, predictions of results, interviews with officials and star players, reviews of team standings and other information of interest to softball fans.

* * *

Plenty of Groceries

AS WEW's *Grocery Basket of the Air* approaches its first anniversary, Manager A. S. Foster announces that more than $2,000 worth of grocery specialties have been given to listeners of the commercially-operated St. Louis U. station through the program. Grocery gifts include five baskets per week, containing up to 60 different items, and the "Truckload of Groceries" contest in which three women received almost three tons of foodstuffs. The program is a Saturday morning goodwill feature and has no sponsors. Contests are based on letters telling "Why I trade with my independent neighborhood grocer." The feature is conducted by Bill Durbin, WEW announcer.

* * *

Fresh From the Farm

LOCAL and personal news regarding nearby farms and farmers features *Rural Roundup*, a new 11:45 a. m. daily program on WCLO, Janesville, Wis., with Paul Ruhle as m.c. Musical numbers by hillbilly acts and interviews with farm notables also are featured.

* * *

Listening For Goers

STREAMLINED for motorists, *Harmony Highway* on CJRC, Winnipeg, is directed at week-end travelers listening to their car radios and furnishes transcribed music with road reports, safety hints, and general tips for pleasure-seekers.

WFBL . . SYRACUSE

Nationally Recognized as the leader
in a Nationally-Recognized "TEST" MARKET

Syracuse—a city of 221,785 population in which no single industrial or commercial interest holds dominant sway . . . a city with 56 separate lines of industry—carried on in more than 300 factories—and situated in the heart of a thriving agricultural section, covering 8 outlying counties.

Measured by per capita income . . . retail sales . . . automobile registrations . . . new car sales . . . in every buying quality that makes for bigger sales volume for you—Syracuse is higher than national average for all cities over 100,000 population.

Get your share of this concentrated buying-market. Reach it through WFBL—the station that commands the widest listener audience and the most outstanding program features in Syracuse area.

WRITE today for complete data regarding Syracuse as a market and WFBL's coverage of that market.

ONONDAGA RADIO BROADCASTING CORP.
Syracuse, New York
MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
National Representatives, Free & Peters, Inc.
NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES

PARADE OF PROGRESS
and company
Each year has seen an expansion in our Organization and more important an increase in business for the Stations we represent. This Parade of Progress is due to EXPERIENCE that produces RESULTS THAT COUNT!
NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO
Radio Station Representatives

LEFT SHOE OFF
Shreveport Club Has Novel Ball Game Ritual

OFTEN during his sportscasts on KWKH and KTBS, Shreveport, La., Jerry Bozeman greeted listeners with "Take off your left shoe and let's put the sports down in front again". Taking the cue, many fans in the stands during the broadcast of Shreveport Sports games in the Texas League ac-

tually would take off their left shoes—just for the fun of joining in with Bozeman rather than in superstition.

Result was formation of the "Left Shoe Off Club". In its first few weeks, several thousand fans mailed requests for membership cards. Ten thousand members are expected within the next few weeks. Here are two distinguished members—in a pose characteristic of club members, with Sportscaster Bozeman (center) — Curtis Parker (left), coach of the Centenary College football team, and Bonneau Peters (left), president of the Shreveport Baseball Club. Below the picture is a reproduction of one of the membership cards.

* * *

Staff and Distaff

WITH ACCENT on the distaff side, a new series of weekly programs on WIL, St. Louis, *I'd Like to Know*, presents Mrs. Schuyler Smith, traveler-lecturer-author, in interviews with outstanding personalities in the world of letters, art, science and social life.

* * *

Listeners' Decisions

ACTUAL legal cases are dramatized with members of the audience explaining how they would reach decisions on the problems involved during the *Now You Decide* program, which was resumed June 20 on WHN, New York. George Combs Jr., commentator, directs.

Keyboard Combine

NEW program of KMOX, St. Louis, *The KMOX Keyboard Choir*, features the five keyboard instruments of the station—novachord, Kilgen organ, Hammond electric, celeste and piano—with Seth Greiner, Arthur Utt, Venida Jones, Ruth Hulse Nelson and Andrew McKinney playing. Special arrangements for the Sunday evening quarter-hour, conceived by Chester G. Renier, KMOX program director, are written by Joe Stovall.

* * *

Business Quizness

QUESTIONS on manufacturers, their products, familiar trademarks, label recognition, color of packaging and such are the meat of a new quiz show, *Bizz-Quiz*, started recently on KJR, Seattle, by the Washington State Mfrs. Assn. Five members of the audience grapple with the questions, and when they fail to answer, the audience gets a chance. Prizes, ranging from corn flakes to caviar, go to winners.

* * *

Shoreline Gleanings

EVERY Friday and Saturday evening through the summer, WICC, Bridgeport, Conn., is carrying William Elliott as its *Beach Reporter*, giving time, temperature, tide and weather reports as related to the major beaches on the Southern Connecticut shoreline. He also reports major attractions and sports events at the resorts. Sponsorship is by Bask, a sun-tan preparation.

* * *

Return of the Pooch

WORKING in cooperation with animal rescue and humane societies, WICC, Bridgeport, Conn., carries a thrice weekly, 7:55 a. m. program titled *A Dog's Best Friend* and sponsored by the Kennel Food Supply Co., Fairfield, Conn. It features lost-dog announcements, carried without charge. It has been highly successful in restoring stray canines.

* * *

Unsullied by Talk

PROGRAM DIRECTOR R. B. McAlister, of KFYO, Lubbock, Tex., claims one of the few remaining "firsts" in radio with the new *Music with a Smile* program, produced by him and fed to Texas State Network. The program uses no announcer at any time. Program introduction, song titles, and even network identification are sung.

Waukegan Dual

FIRST double-billing of a movie and a radio broadcast occurred June 25 when the Jello program originated on NBC-Red from Waukegan, Ill., home town of Jack Benny, in conjunction with the premiere of "Man About Town", movie in which Benny is featured. Radio people from all over the Midwest attended the show. Sid Strotz, manager of NBC-Chicago, and William Ray, head of public relations of NBC-Chicago, entertained the radio and newspaper press at a cocktail party between the early and rebroadcast *Jack Benny* programs. Prior to the broadcast, Mayor Mancel Talcott, friend of Benny who appeared on the program, sent Waukegan motorcycle officers to all nearby cities with "warrants" summoning all mayors to attend the show.

Dizz and His Quiz

NEW daily man-on-the-street spelling bee feature of WNOX, Knoxville, *Doc Dizz & His Dizzy Spells*, has red-bearded Announcer Read Wilson standing on the street before the studio entrance under a big striped umbrella handing out words for passers-by to spell. With simpler words worth from a nickel to a quarter to their spellers, the program is highlighted with special prizes.

WFAA Observes 17th

WFAA, Dallas, on June 26 celebrated its 17th anniversary on the air with a breakfast for staff members and a special hour program. The anniversary broadcast was presented by a company of more than 60 entertainers, along with a review of the station's history by Adams Colhoun, office manager, who was WFAA's first announcer, and a message from G. B. Dealey, president of A. H. Belo Corp., owners of the station and publishers of the *Dallas Morning News*. Martin B. Campbell, general manager of WFAA, presided at the breakfast, at which officials of the *News* also were guests.

WHOM

Full-time foreign-language programs in New York—Italian, German, Polish and Yiddish.

JOSEPH LANG, Mgr.

A FAIR WORLD IN ITSELF

5,000,000 POTENTIAL AUDIENCE

America's 4th Market

KEHE

780 Kc

Is GOOD Insurance in Los Angeles

Buy Us TOO and INSURE Your RESULTS!

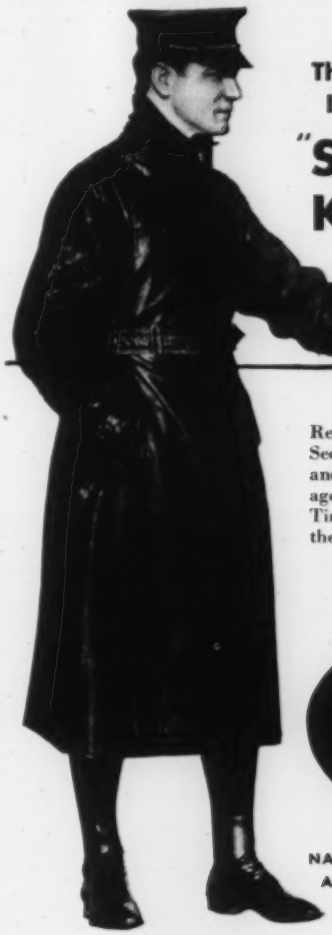
MINIMUM EXTRA COST MAXIMUM EXTRA RESULTS

In the heart of America's Tobacco-land

WFTC

Kinston, N. C.

Rep.: Burn-Smith Co.



Thrilled millions of network listeners for 4½ years...

"SECRET AGENT K-7 RETURNS"

Now offered as a Syndicated Transcribed Feature

Realistic dramatizations of exploits of a Secret Service Agent on land, in the air and at sea. Espionage—counter espionage—sabotage—propaganda—intrigue! Timely series of new tales as exciting as their predecessors.

For an audition and complete information, visit

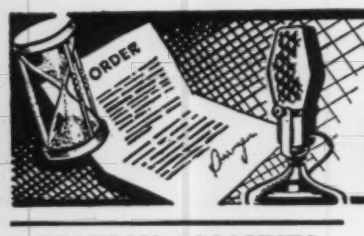
NBC TRANSCRIPTION SERVICE EXHIBIT

At Atlantic City NAB Convention

HOTEL AMBASSADOR

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service



THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WFAA-WBAP, Dallas-Ft. Worth

Chr. Hansen's Laboratories, Little Falls, N. Y. (Junket Freezing Mix), 5 *ta* weekly, thru Mitchell-Faust Adv. Co., Chicago.

Lever Bros. Co., Cambridge, Mass. (Spry), 6 *sa* weekly, thru Ruthrauff & Ryan, N. Y.

Colgate-Palmolive-Peet Co., Jersey City (Palmolive Soap), 18 *sa* weekly, thru Benton & Bowles, N. Y.

Chrysler Corp., Detroit (Dodge), 7 *sa* weekly, thru J. Stirling Getchell, Detroit.

U. S. Tobacco Co., New York (Red Seal Snuff), 5 *t*, weekly thru Arthur Kudner, N. Y.

General Mills, Minneapolis (Wheaties), 5 *t* weekly, thru Blackett-Sample-Hummert, Chicago.

Webster-Eisenlohr, New York (Tom Moore Cigars), 2 *sp* weekly, thru N. W. Ayer & Son, Philadelphia.

American Snuff Co., Memphis (Garrett's Snuff), 2 *t* weekly, thru Simon & Gwynn, Memphis.

Lehn & Fink Products Co., New York (Hinds Honey & Almond Cream), 15 *ta* weekly, thru William Esty & Co., N. Y.

Skinner Mfg. Co., Omaha (Raisin-Bran), 7 *ta* weekly, thru Ferry-Hanley Co., Kansas City.

BC Remedy Co., Durham, N. C. (BC Headache Powders), 6 *ta* weekly, thru Harvey-Massengale Co., Durham.

Zonite Products Co., New York (Forhan's Toothpaste), 26 *ta*, thru Cowan & Dengler, N. Y.

Peter Paul Inc., Naugatuck, Conn. (Ten Crown Gum & Walnettos), 6 *sa* weekly, thru Platt-Forbes, N. Y.

American Chicle Co., Long Island City (Dentyne Gum), 8 *ta* weekly, thru Badger & Browning & Hersey, N. Y.

WOR, Newark

Kirkman & Sons, Brooklyn, N. Y. (soap), 3 *sp* weekly, thru N. W. Ayer & Sons, N. Y.

Yeckes-Eicenbaum, New York (flavor-sealed melons), 5 *sa* weekly, thru S. C. Croot Co., N. Y.

American Beverage Co., New York (Dr. Brown's Cel-Ray tonic), weekly *sp*, 52 weeks, thru Lawrence C. Gumbinner, N. Y.

WTAQ, Green Bay, Wis.

International Harvester Co., Chicago, 26 *sa*, thru Aubrey, Moore & Wallace, Chicago.

Northland Greyhound Lines, 5 *sp* weekly, thru Beaumont & Hohman, Cleveland.

Babson Bros., Chicago (Surve miler), 56 *ta*, thru Matteson-Fogarty-Jordan, Chicago.

WPTF, Raleigh, N. C.

U. S. Tobacco Co., New York (Bruton and Red Seal snuff), 5 *t* weekly, thru Arthur Kudner, N. Y.

Stanback Remedy Co., Salisbury, N. C. (proprietary), daily *sa*, 52 weeks, thru J. Carson Brantley Adv. Agency, Salisbury.

Air Conditioning Training Corp., Youngstown, 3 *t* weekly, thru Weill & Wilkins, N. Y.

WRC, Washington

Chr. Hansen's Labs., Little Falls, N. Y. (Junket), 5 *t* weekly, thru Mitchell-Faust Adv. Co., Chicago.

WMCA, New York

Agash Refining Corp., Brooklyn (edible oils), 3 *sp* weekly, 26 weeks, thru H. C. Morris Adv. Agency, N. Y.

Lehn & Fink Products Corp., New York (Hinds Honey & Almond Cream), 15 *sa* weekly, 8 weeks, thru Wm. Esty & Co., N. Y.

Manhattan Soap Co., New York (Sweetheart soap), 5 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.

Old Orchard Beach Assn., Old Orchard, Beach Me., 3 *sa* weekly, 5 weeks, thru John W. Queen, Boston.

Young People's Church of the Air, Philadelphia, weekly *sp*, 52 weeks, direct.

Unity School of Christianity, Kansas City, 6 *sp* weekly, 39 weeks, thru Carl Frankhiser Agency, Kansas City.

Cushman's Sons, New York (bakers), 3 *sp* weekly, 12 *sa* weekly, thru Samuel C. Croot Co., N. Y.

WNOX, Knoxville

General Mills, Minneapolis, 5 *t* weekly, thru Blackett-Sample-Hummert, Chicago.

Gulf Refining Co., Pittsburgh (Gulfspray), 2 *t* weekly, thru Young & Rubicam, N. Y.

Burger Bros. Co., Cincinnati, 9 *sa* daily, thru Midland Adv. Agency, Cincinnati.

Stanback Co., Salisbury, N. C. (proprietary), 4 *sa* daily, direct.

Bireley's, Hollywood (orangeade), daily *sa*, thru Raymond R. Morgan Co., Los Angeles.

KFBK, Sacramento, Calif.

Paramount Pictures, New York, weekly *sa*, thru Buchanan & Co., N. Y.

Dr. E. L. Laisne, Fresno, Cal., (optometry chain), 7 *sa* weekly, direct.

Pasa Pega Sales Co., San Francisco (food products) weekly *sp*, direct.

Quaker Oats Co., Chicago (cereal), 12 *sa* weekly, thru Sherman K. Ellis, Chicago.

KSFO, San Francisco

California Fruit Growers Exchange, Los Angeles (Pectin) 3 *sp* weekly, thru Lord & Thomas, Los Angeles.

Chrysler Motor Co., Detroit (Dodge), 7 *ta*, weekly thru Ruthrauff & Ryan, N. Y.

Lehn & Fink Products Co., N. Y. (lotion) 16 *ta* weekly, thru William Esty & Co., N. Y.

WWL, New Orleans

American Snuff Co., Memphis, 2 *t* weekly, thru Simon & Gwynn, Memphis.

CKOC, Hamilton, Ont.

Ontario Government, Toronto (Dept. of Highways), 13 *sp*, direct.

KFI, Los Angeles

Northam Warren Corp., New York (Cutex nail polish), 6 *sa* weekly, thru J. Walter Thompson Co., N. Y.

Studebaker Sales Corp., South Bend, Ind. (autos), 2 *t* weekly, thru Roche, Williams & Cunnyngham, Chicago.

Bank of America National Trust & Savings Assn., San Francisco (banking), 4 *sa* weekly, thru Chas. R. Stuart, San Francisco.

Sofenz Sales Corp., Los Angeles (cosmetic), weekly *sp*, thru Richard F. Connor Adv., Manhattan Beach, Cal.

Lehn & Fink Products Co., New York (Hinds cream), 13 *sa* weekly, thru Wm. Esty & Co., N. Y.

Federal Savings & Loan Institute of California, Los Angeles (loans), weekly *sp*, thru Elwood J. Robinson Adv. Agency, Los Angeles.

Artichoke Ltd., San Jose, Cal. (bread), 2 *sa* weekly, thru Long Adv. Service, San Jose.

Coast Federal Savings & Loan Assn., Los Angeles (investments), 3 *sp* weekly, thru Robert F. Dennis Adv. Agency, Los Angeles.

L. A. Sausage Co., Vernon, Cal. (smoked meats), 6 *sp* weekly, thru Darwin H. Clark Adv., Los Angeles.

Kemp & Lane, Le Roy, N. Y. (Orangeine Powder), weekly *sa*, thru Hughes, Wolff & Co., Rochester, N. Y.

Wilmington Transportation Co., Los Angeles (resort), 5 *sa* weekly, thru Niesser-Meyerhoff, Los Angeles.

WNAX, Yankton, S. D.

Chrysler Corp., Detroit (autos), *sa* series, thru J. Sterling Getchell, N. Y.

B. F. Goodrich Rubber Co., Akron, 5 *sp* weekly, thru Griswold-Eshelman, Cleveland.

International Harvester Co., Chicago (twine), 6 *sa* weekly, thru Aubrey, Moore & Wallace, Chicago.

Air Conditioning Training Corp., Youngstown, 5 *t* weekly, thru Weill & Wilkins, N. Y.

KMJ, Fresno, Calif.

Paramount Pictures, New York, weekly *sa*, thru Buchanan & Co., N. Y.

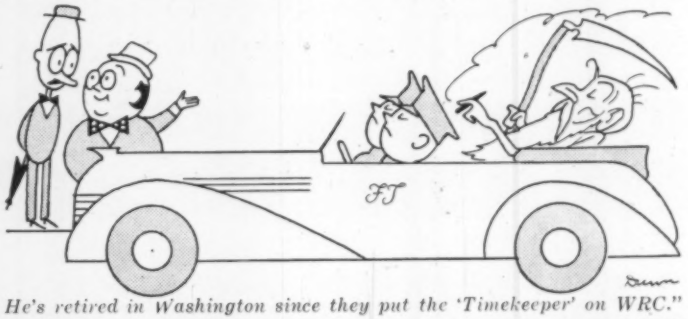
Fisher Flour Mills, Seattle, 2 *sp* weekly, thru McCann-Erickson, San Francisco.

KXOK, St. Louis

Tobacco Merchants Assn. of U. S., St. Louis (anti-ordinance campaign), *sa* series, thru Thomas W. Parry Agency, St. Louis.

KJBS, San Francisco

Montezuma School for Boys, Los Gatos, Cal. (military school), 2 *sp* weekly, direct.



He's retired in Washington since they put the 'Timekeeper' on WRC."

Pd. Adv.

WGY, Schenectady

Air Conditioning Training Corp., Youngstown, 3 *sp* weekly, thru National Classified Adv. Agency, Youngstown.

American Chicle Co., Long Island City (Dentyne), 8 *ta* weekly, thru Badger & Browning, N. Y.

Brown & Williamson Tobacco Co., Louisville (Bugler), 2 *t* weekly, thru Russel M. Seeds, Chicago.

Firestone Tire & Rubber Co., Akron, 2 *t* weekly, thru Sweeney & James, Cleveland.

Zonite Products, New York (Forhan's), 2 *sp* weekly, thru Cowan & Dengler, N. Y.

Gulf Refining Co., Pittsburgh (Gulfspray), 2 *t* weekly, thru Young & Rubicam, N. Y.

James Heddons' Sons, Dowagiac, Mich. (fishing tackle), 3 *ta* weekly, thru Rogers & Smith, Chicago.

International Harvester Co., Chicago, 6 *ta* weekly, thru Aubrey, Moore & Wallace, Chicago.

Joe Lowe Co., Brooklyn (Popsicles), 3 *t* weekly, thru Biow Co., N. Y.

Miles Laboratories, Elkhart, Ind. (Alka-Seltzer), 5 *ta* weekly, thru Wade Adv. Agency, Chicago.

Modern Food Process Co., Philadelphia (Thrivo dog food), 2 *ta* weekly, thru Clements Co., Philadelphia.

National Biscuit Co., New York (bread), 3 *t* daily, thru McCann-Erickson, N. Y.

Potter Drug & Chemical Co., Malden, Mass. (Cuticura), 6 *ta* weekly (renewal), 6 *sa* weekly, thru Atherton & Currier, N. Y.

Procter & Gambie Co., Cincinnati (Camay) 5 *t* weekly, thru Pedlar & Ryan, N. Y.

RCA Mfg. Co., Camden (Victor), weekly *sp*, direct.

Railway Express Co., New York, daily *sa*, thru Caples Co., N. Y.

Sealtest Inc., Philadelphia (dairy products), 5 *t* weekly, thru McKee & Albright, Philadelphia.

Spencer Shoe Stores, Boston, 3 *ta* weekly, thru Chambers & Wiswell, Boston.

WHN, New York

Kem Laboratories, Jersey City (liquid plant food), 3 *sp* weekly, 54 weeks, thru Williams & Saylor, N. Y.

Railway Express Agency, New York, 3 *sa* weekly, 4 weeks, thru Caples Co., N. Y.

Perfection Products Co., New York (Touday cosmetics), 3 *sp* weekly, direct.

Saint-Germain Press of Los Angeles, 3 *t* weekly, 52 weeks, thru Ted Dahl Adv. Agency, Los Angeles.

Sears Roebuck & Co., Chicago, 100 *sa*, 16 days, thru Blackett-Sample-Hummert, Chicago.

Metropolitan Life Insurance Co., New York, 5 *sp* weekly, 13 weeks, thru Young & Rubicam, N. Y.

I. J. Fox, New York (furriers), daily *sa*, 5 weeks. Placed direct.

Potter Drug & Chemical Co., Malden, Mass. (Cuticura soap), 6 *sa* weekly, 4 weeks, thru Atherton & Currier, N. Y.

KNX, Hollywood

Central Milk Sales Agency, Downey, Cal., (milk), 6 *sp* weekly, thru Dan B. Miner Co., Los Angeles.

Domestic Products Corp., Wyandotte, Mich., (Clix Drain Solvent), 5 *sp* weekly, direct.

Dr. Miles, California Co., Los Angeles (Alka-Seltzer) 5 *t* weekly, thru Associated Adv. Agency, Los Angeles.

Lawry's Products, Los Angeles (seasoned salt), weekly *sp*, thru California Adv. Agency, Los Angeles.

WLW, Cincinnati

Procter & Gamble Co., Cincinnati (Crisco), 5 *t* weekly, thru Compton Adv., N. Y.

Campbell Cereal Co., Minneapolis (Malto-Meal), 5 *t* weekly, starting Oct. 9, thru H. W. Kastor & Sons, Chicago.

WBEN, Buffalo

Benrus Watch Co., New York, daily *sa*, thru J. D. Tarcher & Co., N. Y.

Radio Advertisers

KSTP, St. Paul, has signed up three sponsors for 22 days of special events broadcasts within the next two months. Northwest Buick dealers are sponsoring coverage of the Women's Trans-Mississippi golf tourney, June 25-July 2. Lambert-Simpson Co. will sponsor the four-day St. Paul Open to promote Timken oil burners. The 10-day Minnesota State Fair broadcasts will be sponsored again this year by the Montgomery Ward retail store in St. Paul, which already has two daily quarter-hours on KSTP featuring Corinne Jordan. All the special events will utilize the station's mobile unit.

CHICAGO Distilled Water & Beverage Co., Chicago (Dad's root beer), on June 20 started a thrice-weekly 15-minute program on WCFL, that city. Malcolm-Howard, Chicago, handles the account.

GARCIA GRANDE CIGARS, New York, has started daily participations in the 3½-hour race track broadcasts on WIND, Gary, Ind., making the fifth participating sponsor in the series [BROADCASTING June 15]. Wesley Associates, N. Y., is agency.

BURLINGTON TRANSPORTATION Co., Chicago (tour service), has started five weekly spot announcements on WMAQ, Chicago. Reincke, Ellis, Younggreen & Finn, Chicago, handles the account.

KEELEY Institute, Dwight, Ill., on June 19 started six-weekly spot announcements on CKLW, Windsor-Detroit, in a test campaign that may be extended this fall. Beaumont & Hohman, Chicago, is agency.

In Omaha KOIL is the basic Columbia outlet for 201,430 radio homes in this trading area.

In Omaha KOIL backs up your program with a tested, productive 7 Point Plus Merchandising Plan.

In Omaha KOIL is doing the outstanding sales job.

KOIL-OMAHA

Rep. by the Katz Agency

Cool in Colorado

CAPITALIZING on the hot-and-cold temperature extremes between Oklahoma City and Grand Lake, Col., Radio Productions, Denver, sent two salesmen to Grand Lake and in two days signed up 20 local merchants to cooperatively sponsor a temperature report spot campaign on KOMA, Oklahoma City. The spot program, comparing the high temperature in Oklahoma City with the cool weather at Grand Lake and designed to lure heat-sufferers to the resort, began June 15 and will carry through the Grand Lake season.

BATHASWEET Corp., New York (bath salts), on June 26 started a new series on WBBM, Chicago, Mon., Wed., Fri., 7-7:15 a.m., featuring J. Oren Weaver, head of the WBBM news department, in what he terms "tailored news". Events of the day are interpreted and correlated in relation to similar backgrounds and happenings known to Chicagoans and residents of the Midwest, the criterion of selection being regional and local interest. H. M. Kiesewetter A. A., N. Y., handles the account.

ST. GERMAIN PRESS, Chicago (religious), a heavy user of radio time, on June 30 started for 17 days a twice daily, half-hour talk by Mrs. G. W. Ballard, head of the "Great I Am" movement, on KHJ, Los Angeles. Program is remoted from the Shrine Auditorium in downtown Los Angeles. Account is also using from one to five-weekly quarter-hour similar talks, transcribed, on 25 stations nationally. RCA-Victor and C. P. McGregor, both of Hollywood, cut the transcribed series. Ted Dahl Adv. Agency, Los Angeles, has the account.

LOG CABIN BREAD Co., Los Angeles (Roman Meal bread), on June 26 started for 13 weeks sponsoring the thrice-weekly half-hour *Man-on-the-Street* on KFAC, that city. Leslie Adams is at the mike. Firm also sponsors the five weekly quarter-hour transcribed *Air Adventures of Jimmie Allen* on KFAC and will use spot announcements on other Los Angeles stations in a campaign to start shortly. Scholtz Adv. Service, Los Angeles, has the account.

CANINE SPECIALTY Co., Los Angeles (Vi-Ti Dog Kandy), new to radio, which recently appointed Scholts Adv. Service, that city, to direct its national advertising, has started a thrice-weekly five-minute program, *Dog Stories*, with Ted Meyers, narrator, on KHJ. Contract is for 52 weeks, having started June 12.

STEPHANO BROS., Philadelphia (Marvel cigarettes), is sponsoring *Ira Blue's Sports Granbie* program thrice-weekly on KPO, San Francisco. Agency is Aitkin-Kynett, Philadelphia.

BEATRICE CREAMERY Co., Chicago (Meadow Gold), on June 23 started *Lightnin' Jim* on WLBC, Muncie, Ind. This brings the list to 17 stations using the half-hour adventure disc series. Lord & Thomas, Chicago, handles the account.

Photo Firm Testing

POSTO-PHOTO Co., Camden, N. J., on June 19 started a 13-week test campaign to promote its photographic developing and enlarging service using Phil Cook's *Morning Almanac* program thrice-weekly on WABC, New York. If the test proves successful, further radio advertising will be used, according to Redfield-Johnstone, New York, agency handling the account.

NBC Sales Shifts

EDWARD H. HITZ, NBC network salesman since Dec. 1, 1928, and previously a member of the merchandising department of the *New York Daily News*, has been appointed assistant to Roy C. Witmer, NBC vice-president in charge of sales, effective immediately, succeeding James V. McConnell, recently transferred to the stations department to head NBC national spot and local sales. Mr. Hitz will coordinate all general sales operations in matters of policy, rates, acceptability of accounts, commercial programs, special service, etc., within the sales divisions and will act as a point of contact with other departments of the company. Victor Van der Linde, NBC general sales counsellor and with the network for four years, has resigned. No successor has been named as yet and Mr. Van der Linde has not announced plans.

Palmer on Blue

PALMER BROS. Co., New York (mattresses-comfortables), on Aug. 20 will sponsor a special "packaged show" on NBC-Blue, using four of the network's commentators on weekly quarter-hour programs, which will originate alternately from Washington and New York. Commentators will be Nola Tuxford on women's affairs, Bill Stern on sports, Graham McNamee on general news, and H. R. Baukhage, NBC's Washington political commentator. Tucker Wayne & Co., Atlanta, handles the account.

Specializing in Trade Advertising For Stations All Over the Country!

AJF

ADRIAN JAMES FLANTER and associates

132 West 43rd • New York City

A Variety Program Series of Proved Mass Appeal

"Listeners Club"

—features top-flight radio acts and personalities with strong followings, in vocal, instrumental and novelty programs—

The Tune Twisters
Tony Russell
Fields and Hall
The Rhythm Rascals and Jean Ellington
Jack and Loretta Clemens
The Jesters
The Kidoodlers
The Landt Trio
Codolban Gypsies
Carol Weyman with Harry Brewer's Orchestra
The Charioteers
Milt Herth and Pat Ryan
Joe Lilley's Whispering Choir
Mary Eastman with Joe Marisca's Orchestra
—and many others

For an audition and complete information, visit

NBC TRANSCRIPTION SERVICE EXHIBIT
At Atlantic City NAB Convention
HOTEL AMBASSADOR

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

MRS. E. ROOSEVELT WOULD BUY KTAT

RUTH G. ROOSEVELT, wife of Elliott Roosevelt, president of Texas State Network, has applied to the FCC for authority to purchase KTAT, Fort Worth, 1,000-watter on 1240 kc., now owned by Raymond E. Buck, Fort Worth attorney and counsel for American Airlines. The purchase price for the entire issue of 1,700 shares of the common stock of Tarrant Broadcasting Co., licensee, is stated in the contract as $101,570.

Mrs. Roosevelt on April 23 of last year acquired KFJZ, Fort Worth local outlet, for $57,500 with the FCC's consent, and at the hearing on the transfer it was pointed out by her husband that he would share ownership of the station with her under the Texas community property laws. Since then both KFJZ and KTAT have been used as outlets of the Texas State Network.

The application states that Mrs. Roosevelt will surrender the license of KFJZ or otherwise dispose of it if the KTAT transfer is authorized.

KTAT was acquired by Mr. Buck in 1936 from the old Southwest Broadcasting System, whose other stations were sold to Hearst Radio. He paid $150,000 for the station. Last October he applied to the FCC to sell 51% of its stock to Col. W. T. Knight, Wichita Falls oil man, for $87,000 and to move the station into Wichita Falls. This deal was dropped last March in view of the license issued for the new KWFT, Wichita Falls, which is slated to begin operation July 15.

RIDING high atop a ponderous pachyderm when the circus came to town is (left) Norman Feltcorn of the Staff of WNLC, New London, Conn., who broadcasts his impressions to the audience. At right Norbourne Smith, announcer of KFEL, Denver, holds the tail of that tiger while doing a pack transmitter remote from the public market. Mabel Stark, famous woman animal trainer, furnished the tiger cub and kept him at safe distance.

New Texas Network

A NEW Texas network of six regional stations has been organized to begin operation Sept. 26, after daylight saving time ends. Known as the Lone Star Chain, the network will comprise KGNC, Amarillo; KRIS, Corpus Christi; KGKO, Fort Worth; KXYZ, Houston; KTSA, San Antonio; KRGV, Weslaco. Its management will be in the hands of an operating committee of three, with Harold Hough, KGKO, as chairman, and Tilford Jones, KXYZ-KRIS, and O. L. (Ted) Taylor, KTSA-KGNC-KRGV, as the other members. The chain will be sold in groups of three, five or six.

NBC's Roving Newsman

JOHN GUNTHER, noted foreign correspondent who wrote *Inside Europe* and the new best-seller, *Inside Asia*, has been signed by NBC as its roving correspondent and sailed June 21 for Europe. Recently he has been making frequent guest appearances on the air, notably on the *Information Please* program. He will broadcast from various points without set schedule or fixed topics, working in collaboration with NBC's European representatives, Fred Bate in London and Max Jordan in Basle.

FCC's Appeal to Defer Cheyenne Order Granted

IN A SURPRISE action June 20, the U. S. Court of Appeals for the District of Columbia issued an order suspending its issuance of a writ of mandamus in the so-called Heitmeyer case, involving a new station application in Cheyenne, Wyo., and allowing the FCC time in which to file a formal opposition. The court granted a petition filed by the FCC asking it to alter its action, on the ground that the Commission had not been given a "proper hearing" on the issuance of the writ. Previously the court had reversed the FCC's denial of the application of Paul R. Heitmeyer, and granted a petition to enjoin the FCC from holding a further hearing on his application with new parties involved.

Acting on the petition of FCC General Counsel William J. Dempsey, the court ordered that its action of May 24 directing the issuance of the writ which commanded the Commission to grant the Heitmeyer application be suspended for ten days from June 20. The Commission was given five days within which to file its grounds for opposition and Heitmeyer was allowed a similar length of time to answer.

A NEW local station on 1420 kc. in Sarasota, Fla. is sought in an application filed with the FCC by WSPB Inc., a group comprising three business men of Chattanooga — S. C. Hutchinson, R. C. Jones Jr. and S. H. Campbell Jr., each of whom is 32% stockholder.

W-C-B-M

BALTIMORE, MARYLAND

SERVING BALTIMORE, WITH OVER HALF OF MARYLAND'S RADIO FAMILIES

Owned and Operated by

THE BALTIMORE BROADCASTING CORP.

JOHN ELMER, *President* • GEORGE H. ROEDER, *Manager*

Warner Bros. Out of Transamerican

Clark, Rosenberg, Catchings Acquire All of Holdings

TRANSFER of the 65% interest held by Warner Bros. in Transamerican Broadcasting & Television Corp. to John L. Clark and E. J. Rosenberg, Transamerican's president and vice-president, respectively, and Waddill Catchings, representing the North American Co., publicity utility holding company, was completed June 15.

The deal eliminates the film producers entirely from Transamerican, which it organized in 1936 with Messrs. Clark and Rosenberg, later affiliating with the North American Co., operators of Muzak Inc., wired service, and Associated Music Publishers. No disposition of the newly-acquired block of stock has been made by the new owners.

Expansion of Transamerican's New York and Chicago offices is planned, according to Mr. Rosenberg, along with an increase in personnel for the program producing, writing and sales staffs. Robert Morgan, formerly of *Ken* magazine, has joined the New York sales staff, and Vera Oldam, radio writer, is a new member of the script-writing staff.

SEC Shows Transfer

According to SEC records, North American Co. on April 1, 1938, contracted with Warner Bros. to transfer, for a two-year test period, common stock control (50.01%) of AMP, and through AMP control of Breitkopf Publications Inc. and Muzak Corp., also granting Muzak Corp. a license to patents of Wired Radio Inc. According to this agreement, if Warner Bros. elected to engage in the commercial development of these firms during the two-year period, Wired Radio Inc. also would be transferred; if not, ownership would revert to North American, subject to a Warner Bros. option to retain AMP and Breitkopf.

On May 29, 1939, this contract was modified, SEC records show. At that time Warner Bros. held about 40% control of AMP, since two British corporations subsequently had purchased additional shares of common stock and reduced Warner's relative holdings, and the wife of a Warner Bros. director, who also was a salaried officer of AMP, held about 30%. Under the May 29 agreement Warner Bros. transferred to AMP all its common and preferred stock in Transamerican in exchange for $100,000 par value of 5% second preferred stock of AMP, and with a stipulation that Warner Bros. was relieved of all present and future obligations under the April 1, 1938, agreement, and also all obligations to contribute further capital to Transamerican.

Met Station News

METROPOLITAN LIFE Insurance Co., New York, on June 19 started a five-minute Italian news program six times weekly on WOV, New York. Other Metropolitan Life programs consist of quarter-hour talks five times a week by Edwin C. Hill, transcribed on WHN, New York, and live on 3 MBS stations. Young & Rubicam, New York, handles the account.

TRANSCRIPTIONS

WORLD Broadcasting System announces the following new subscribers to World Library Service: WMOB, Mobile; WPAD, Paducah, Ky.; KOH, Reno; KVSF, Santa Fe; KTSA, San Antonio. In addition to cooperating in a special one-hour inauguration program for the new subscribers, which included recorded greetings from P. L. Deutsch, WBS president, World presented quarter-hour salutes to WOPI, Bristol, Tenn., and WHIS, Bluefield, W. Va., on their tenth anniversaries.

STANDARD RADIO announces the following new subscribers to its Standard Library Service: KGIW, Alamosa, Col.; WMMN, Fairmont, W. Va.; WGAU, Athens, Ga.; KRLH, Midland, Tex.; KNET, Palestine, Tex.

EDWARD SLOMAN Productions, new Hollywood radio production unit with headquarters at 8782 Sunset Blvd. has started to transcribe 78 quarter-hour episodes of the comedy-drama, *The Shannons*, basing the serial on the film story. Transcribed version, written by Paul Gerard Smith, features Jimmy, Lucille and Russell Gleason, film actors, Paul Sawtell is musical director, Sam M. Kerner is production supervisor and Edward Sloman director. Telecast Corp. of America Inc., Hollywood, is the distributing agency.

MAX REINHART Workshop, Hollywood theatrical school, has purchased the RCA and custom-built radio equipment housed in its 5939 Sunset Blvd. location, formerly the CBS Pacific Coast headquarters. Purchase was made from Otto K. Olesen Co., Hollywood, which secured the equipment from the network when CBS moved to Columbia Square last year. The deal also included the Otto K. Olesen Recording Studios, headquartered in the school building. It will be operated under the name of Max Reinhart Recording Studios and engage in commercial recording for agencies and sponsors. Dixon McCoy continues as manager under the new ownership.

EDWIN R. MAIZE Jr., formerly general manager of the Booth Co., eastern beverage manufacturers, recently joined Radio Attractions, New York, as Southern district manager. He is making a business tour of the area in the interest of *Shadow of Fu Manchu*.

RADIO ATTRACTIONS, New York, has added three new stations to the list carrying its thrice-weekly *Shadow of Fu Manchu*—WIBX, Utica; Nehi Bottling Co., Salisbury, Md., starting June 19 on WSAL, Salisbury; and the *Topeka Capital*, sponsoring on WIBW, Topeka.

THEY'RE TUNING IN WATL IN ATLANTA
IT'S A HABIT
Atlanta listens to WATL Newscasts. Broadcast every hour on the hour. Available for sponsorship.
WATL
ATLANTA

Sets a Style

GAIL NORTHE, director of women's activities for the Texas State Network, has started a hat fad among Texas women. Once a hat designer whose originals have been sold in the "$20-and-up" salon of a leading Dallas shop, Miss Northe first draped a cheesecloth turban for herself. In draping others for friends about the TSN studios, she discovered the universal appeal of the design, and described it over the air. Now she is busy supplementing the broadcast with mailings giving specific instructions for draping the turbans.

UNITED STATES Record Corp., New York, erroneously described in the June 15 BROADCASTING as currently recording transcriptions at World Broadcasting System studios, will not enter the transcription field until September and at present is confining its activities to the production of phonograph records, according to Eli Oberstein, head of the new company. Pending the completion of its own studios the firm will record in various other studios, he said.

HERBERT R. EBENSTEIN, president of Radio Attractions, New York, was in Los Angeles, in latter June, making preliminary arrangements for opening a branch office there and completing plans for the company's second radio production.

CKCL, Toronto, has bought the entire library of Davis & Schwegler, Hollywood, and on Oct. 1 will also start using World Transcription Library.

Broadcasters in Canada Study NAB's Code Plan

WITH Harry Sedgwick of CFRB, Toronto, president of the Canadian Association of Broadcasters, planning to attend the NAB convention in Atlantic City, CAB directors are studying the proposed code of self-regulation and standards announced by the NAB [BROADCASTING, June 15] with the object of adapting them to Canadian broadcasters' needs.

Canada's broadcasters for some time have had regulations laid down for them by the Canadian Broadcasting Corp. The NAB plan will be brought up for discussion at the western section convention of the CAB in Vancouver, Aug. 2 and 3, which Mr. Sedgwick will attend and which will be presided over by Gordon Love, CFCN, Calgary.

The CBC board of governors has announced that its next meeting will be held in Ottawa July 5.

WE FORGET NO ONE

For Chicagoans who speak English well, WGES provides distinctive programs of entertainment, education, and information. For the many thousands who don't, there are parallel programs in a dozen different tongues—with the emphasis on Americanization. Here's REALLY COMPLETE Chicago coverage for your product!

WGES

In The Heart of Chicago

ANOTHER NETWORK PROGRAM SUCCESS OFFERED AS A SYNDICATED TRANSCRIBED FEATURE

"Heart Throbs of the Hills"

A NEW SERIES of authentic dramatizations of the old songs and folklore of southern mountain folk—rich in sentiment, romantic interest, beautiful settings and attractive music. These musical dramas bring to life such traditional and well-loved songs as Charming Billy, Hand Me Down My Walking Cane, Letter Edged in Black, Granny's Armchair, and others equally well-remembered.

For an audition and complete information, visit

NBC TRANSCRIPTION SERVICE EXHIBIT
At Atlantic City NAB Convention
HOTEL AMBASSADOR

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

Merchandising & Promotion

Oil and Baseball—Fluff Rewards—Tobacco for Aged Folk—Autographed Red-Hots

TYING into its extensive schedule of baseball play-by-play broadcasts in the East, Atlantic Refining Co., Philadelphia, is sponsoring sandlot baseball schools in 19 cities with a staff of 21 instructors headed by Connie Mack, owner of the Philadelphia athletics, Ira Thomas, chief scout of the A's, and Jack Coombs, Duke U. coach [BROADCASTING, March 15). More than 200,000 boys were enrolled in a similar school last year, involving eight cities, and an enrollment of 500,000 is expected this year.

Under direction of N. W. Ayer & Son, Atlantic agency, a system of lectures and demonstrations has been developed. Frequent promotion of the schools is heard on the play-by-play broadcasts.

* * *

Sweaters for Remotes

ANNOUNCERS of WLOK, Lima, O., on special events or remote jobs have been outfitted with white polo sweaters displaying the station's call letters in black felt.

NOW ON FULL TIME

WKOK

1210 Kilocycles

"The Friendly Voice of Central Pennsylvania"

at Sunbury

Heart of Agricultural Industrial, and Mining Area

Represented by

Wythe Walker, New York and Chicago

Fit for a King

BETTY PARKER, director of the *Home Forum* of KYW, Philadelphia, used the occasion of the recent royal visit to ask her participating program's audience to write answers to the question, "What would *you* serve the King and Queen?" She gave 31 prizes for best answers, the menus and recipes being used in her programs for nine days. Manufacturers whose products bear trade names with a royal connotation, like Prince Matchabelli "Duchess of York" perfume, Revelon "Royal Highness" manicure kits etc., furnished the prizes.

* * *

From Ferry to Fair

FERRY passengers going to the Golden Gate International Exposition on San Francisco Bay see KSFO display pictures en route. Each boat carries a large display panel calling attention to KSFO's daily program *Your Roving Reporter* conducted from the Exposition by Bill Baldwin.

* * *

Keeping KLZ Posted

TO KEEP its staff on their toes and familiar with prospects, available and unsold time and the ordinary comings and goings of personnel, KLZ, Denver, offers this information weekly in its new house organ, *KLZ Continuity* in script form.

Oakland Promotion

KROW, Oakland, Cal., has started a promotional program under the direction of Andrew Potter, sales promotion manager. Community papers in Oakland, Piedmont, Richmond, San Leandro, Emeryville, Fruitvale, and five neighborhood weekly papers in San Francisco are used on a cooperative basis in calling attention to KROW programs and services. Each paper carries a 2 column, 8 inch advertisement weekly. The layout includes either pictures, cartoons or other eye-arresting device in addition to an actual story.

Trailers on KROW programs are used in three motion picture houses in Oakland. The KROW "Tip Sheet" goes out weekly to all local and national agencies. A large double window in the lobby of Radio Center, Oakland, is used to feature displays of advertisers. In addition to this several local sponsors have devoted window space to their own programs on the station. Three spot announcements daily are given on the day of release of each feature program on the station.

* * *

Told by Disc

KIDO, Boise, Idaho, is using a recorded presentation of the case for radio advertising in general to convince skeptics of radio's advertising value. In question and answer form, the transcription dramatizes statistics of radio advertising, brief sketches of radio success stories along with specific facts about KIDO's market area. The promotion show was written by Clete Lee and produced under supervision of Dick McBroom, KIDO sales manager.

* * *

Tickets for Fluffs

FOR SPOTTING grammatical errors of announcers, listeners are offered a pair of free tickets to the local Fox Theatre by KXOK, St. Louis. Plot of the game, which covers all programs, was hatched recently by Program Director Allen Franklin and Les Kaufman, publicity man of the Fox. Each detected error must be identified by name of the announcer and time it was made.

Smoothies Ablaze

COOPERATING with local tire merchants, KDYL, Salt Lake City, exclusively handled the publicity for a big tire-selling drive in the city the week of June 10-17 with a series of special pickups. Coverage included interviews with local bigwigs, quizzing them on their reaction to the campaign; a special kids' show aired from a local theater, for which admission was a "smoothie", or worn-out tire. Wind-up was a big bonfire of the "smoothies" on Ensign Peak, overlooking the city, Saturday night, June 17.

* * *

In the Bread Basket

A HOT LOAF of bread right out of the oven for the loser, and $1 cash for the winner, are awards in a new weekly half-hour quiz show at CKCL, Toronto, for Barker-Bredin Bakeries, Toronto. There is also a mail prize for those who do not attend the studio audience. Listeners are asked to send in letters to the station, and one is picked weekly at random, the writer is telephoned, asked a questiin, and if answered correctly a prize awarded. If the letter contains a wrapper from a Barker-Bredin loaf, the prize is whatever is in the Barker-Bredin Bread Basket, a minimum of $25, and if no wrapper is enclosed the award is $5. The show is conducted by Jack Murray of Tandy Adv. Agency.

* * *

P. & G. Luncheon Sets

SPECIAL premium of a five-piece Cannon luncheon set is currently being offered by Procter & Gamble Co. in the interests of Crisco on its *Vic & Sade* program on NBC-Blue and rebroadcast on NBC-Red, on the CBS program *This Day Is Ours*, and on the eight stations which started June 5 broadcasting *This Day Is Ours* via transcription. Listeners may receive the premium by sending in a Crisco label or wrapper plus 50 cents in coin. Compton Adv., New York handles the account.

* * *

Old Golds for Old Folks

MEN who might otherwise have been forgotten on Father's Day, June 18, were remember by L. B. Wilson, president of WCKY, Cincinnati, who sent a quantity of Old Gold cigarettes, Ibold cigars and Kentucky Club pipe tobacco, all advertised on WCKY, to the Hamilton County Old Folks Home. The inmates participated in a special broadcast conducted by Rex Davis from the Home's chapel, and later were presented with recordings of the program.

* * *

Disc of Gold

GOLD-PLATED transcription, one of two copies pressed from the original record used when President Roosevelt made his first transcribed broadcast May 9 to launch the National Emergency Council series of cabinet interviews, has been placed in the window of Bailey, Banks & Biddle Co.'s Chestnut Street Jewelry showroom in Philadelphia. The exihibit was arranged by the special features department of WFIL, Philadelphia.

* * *

South Dakota's 50th

GOLD-COLORED stickers publicizing South Dakota's golden anniversary are being attached to all mailing pieces, publicity releases and correspondence sent from WNAX, Yankton.

Deal With Paper

FOR THE first time since the San Francisco bay region daily papers dropped radio columns and news more than a year ago, the *Chronicle*, San Francisco morning daily has tied in on a cooperative basis with KSFO. The station is utilizing copy published in the paper's supplement, "This World". The material is featured on the program *Streamlined Magazine*, written and broadcast by Bob Garred. In trade the newspaper is carrying a box in the supplement each week, calling attention to the broadcasts.

* * *

Theatre Tieup

WJJD, Chicago, has arranged a tie-up with the local Balaban & Katz theatres whereby WJJD-WIND air daily spot announcements promoting the "air conditioned comfort" of the theatres and current movies. Trailers used in the theatres describe the stations, and 100,000 handbills plugging the stations' sports programs are distributed weekly in the theatre lobbies.

* * *

Display in Mart

KPO and KGO, San Francisco, recently installed a special exhibit in the RCA display rooms in the San Francisco Furniture Mart. The display consists of several sets of pictures, including an entire series devoted to the building of a radio program. Other sections include photographs showing NBC studios and buildings throughout the country and a panel devoted to the KPO-KGO schedules.

* * *

Why They Listen

KOMA, Oklahoma City, is giving away a table radio each week over an 8-week period to listeners sending in the best reasons why they listen to its early morning *Musical Clock* program.

BROCHURES

CBS: Eight-page brochure graphically representing, with a circus theme in lavender and pink, the network's coverage on the Pacific Coast with nighttime sponsored transcontinental programs.

KTSM, El Paso, Tex.: Mail-folder built around perspective drawing of KTSM vertical antenna.

RADIO ATTRACTIONS, New York: brochure on stations, sponsors and history of its serial program production "The Shadow of Fu Manchu."

KITE, Kansas City: Mimeographed presentation of testimonials from satisfied agencies and clients, along with general station and studio data.

WWNC

ASHEVILLE, N. C.

Full Time CBS Affiliate
1,000 Watts

ADVERTISERS
Big Opportunity!

Asheville and Western Carolina—the Quality Market of the Southeast—now enters its resort season of *doubled population . . .* and *doubled business.* Sell over WWNC—the area's ONLY radio station.

Weedings

WEED & Co., station representatives, have started a house organ, "Weedcasts", which is distributed to advertisers, agencies, and stations represented by the firm. Current issue, dated June 9, carries stories on television, radio advertising, and a personal column, "Weed—the People".

* * *

Marked by Gordon

REQUESTS are pouring in for hot dogs autographed by Gordon Hittenmark, *Timekeeper* of WRC, Washington, since he promoted National Hot Dog week on his program recently. Briggs Sausage Co., local hot dog client, has arranged to deliver each autographed dog fresh in specially designed cartons.

* * *

Indiana Slicker

EQUIPPING its ten delivery trucks with hood displays, Slick's Family Washing Co. uses them to help promote its *Slick Ideas* program, heard on WGL, Fort Wayne, Ind. The hood banners were developed by Russell Sparks, WGL sales promotion director.

Door Stop

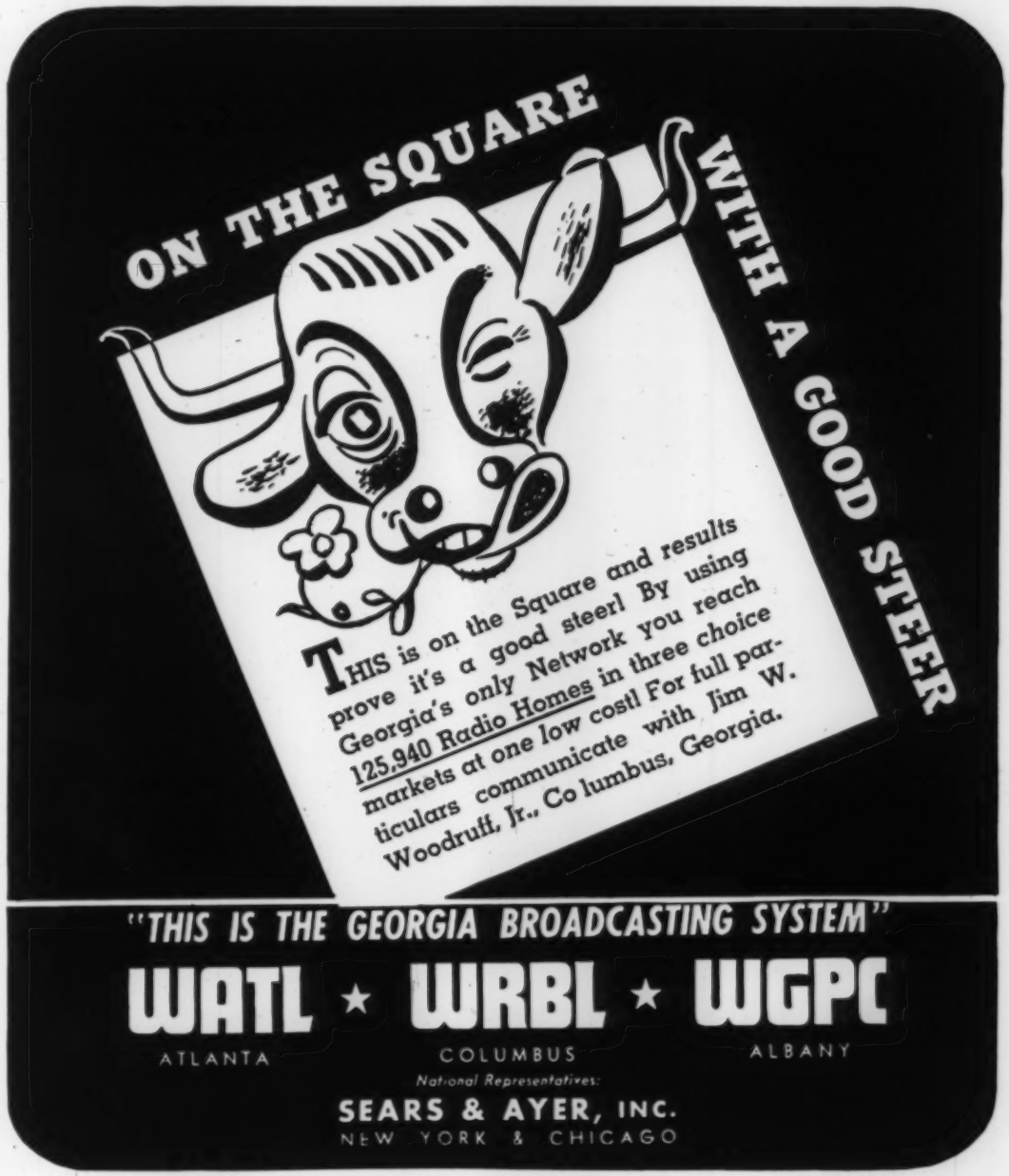
CHARLES FORSYTH, CBS Hollywood sound effects director on the *Lux Radio Theatre*, has constructed an elaborate "stop-and-go" system to prevent members of the cast from running through mythical doors during a broadcast. Actors unaccustomed to radio are inclined to greet persons who enter a room before the caller enters the door. Forsyth placed red and green lights in the wings of the stage. When the red light flashes, it is a cue to the actor to wait for the sound. A green light signals him that the sound has been completed and the actor may proceed with his next line.

P. J. SHEAHAN, formerly of Simmonds & Simmonds, Chicago, has joined Marvin Green Inc., that city.

FCC Allentown Hearing On Press Issue Deferred

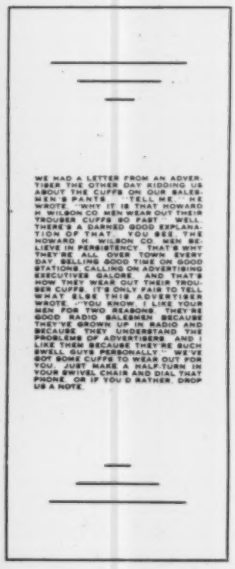
ON ITS own motion, and without assigning the reason, the FCC June 22 postponed indefinitely the test case hearing on newspaper ownership of stations which it had scheduled for July 26 at Allentown, Pa. Involving application to consolidate WCBA and WSAN, time-sharing stations, under ownership of the only newspaper company in the city, the application had provoked a controversy. Commissioner Craven had proposed its grant on the ground that the FCC could not legally prevent newspaper ownership and that the case was not a proper setting for solution of the newspaper ownership question.

The question had been set for hearing in Allentown to get "local reaction, on the newspaper issue". It was expected the proposal to assign the license would be taken up soon and possibly granted without hearing, avoiding the newspaper issue.


ON THE SQUARE
WITH A GOOD STEER
THIS is on the Square and results prove it's a good steer! By using Georgia's only Network you reach 125,940 Radio Homes in three choice markets at one low cost! For full particulars communicate with Jim W. Woodruff, Jr., Columbus, Georgia.
"THIS IS THE GEORGIA BROADCASTING SYSTEM"
WATL ★ WRBL ★ WGPC
ATLANTA
COLUMBUS
ALBANY
National Representatives:
SEARS & AYER, INC.
NEW YORK & CHICAGO

Fendrich to Place

H. FENDRICH, Evansville, Ind. (cigars), for the remainder of the summer will use a series of sports and news programs on an undetermined number of stations. On Sept. 25 the firm starts *Smoke Dreams*, shifting from NBC-Blue to 25 NBC-Red stations (Sun.) 2-2:30 p. m., according to Ros Metzger, radio director of Ruthrauff & Ryan, Chicago agency handling the account.


WE HAD A LETTER FROM AN ADVERTISER THE OTHER DAY KIDDING US ABOUT THE CUFFS ON OUR SALESMEN'S PANTS. "TELL ME," HE WROTE, "WHY IT IS THAT HOWARD H. WILSON CO. MEN WEAR OUT THEIR TROUSER CUFFS SO FAST." WELL, THERE'S A DARNED GOOD EXPLANATION OF THAT. YOU SEE, THE HOWARD H. WILSON CO. MEN BELIEVE IN PERSISTENCY. THAT'S WHY THEY'RE ALL OVER TOWN EVERY DAY SELLING GOOD TIME ON GOOD STATIONS, CALLING ON ADVERTISING EXECUTIVES GALORE. AND THAT'S HOW THEY WEAR OUT THEIR TROUSER CUFFS. IT'S ONLY FAIR TO TELL WHAT ELSE THIS ADVERTISER WROTE. "YOU KNOW, I LIKE YOUR MEN FOR TWO REASONS. THEY'RE GOOD RADIO SALESMEN BECAUSE THEY'VE GROWN UP IN RADIO AND BECAUSE THEY UNDERSTAND THE PROBLEMS OF ADVERTISERS. AND I LIKE THEM BECAUSE THEY'RE SUCH SWELL GUYS PERSONALLY. WE'VE GOT SOME CUFFS TO WEAR OUT FOR YOU. JUST MAKE A HALF-TURN IN YOUR SWIVEL CHAIR AND DIAL THAT PHONE, OR IF YOU'D RATHER, DROP US A NOTE.

HOWARD H. WILSON CO.

National Radio Representatives

New York Chicago
Kansas City San Francisco

Agencies

JACK RUNYON, co-manager of Lord & Thomas, Hollywood radio department, has resigned from that agency after 13 years association, effective July 1, when he goes to New York to discuss a fall network show which he plans to produce. Runyon is one of the pioneers in Pacific Coast radio production and handled many of the first shows in which film stars now appear as guests. He is credited with first presenting such radio personalities as Bing Crosby, Louella Parsons, Donald Novis, Ted FioRito and others.

MURRAY CARPENTER, formerly timebuyer of Compton Adv., New York, has been appointed assistant account executive on the Crisco division of the Procter & Gamble account.

CHARLES L. FUNNELL, formerly with McCann-Erickson, New York, on June 19 joined Compton Adv., New York, as account executive for one of the Proctor & Gamble products serviced by the agency.

CARLOS FRANCO, station relations manager of Young & Rubicam, New York, who has been ill with rheumatic fever for almost four months, has returned to his desk, working on a part-time basis until he has fully recovered.

MISS DOROTHY G. STARBUCK, who started her advertising career in 1927 with Arks Publicity Ltd., one of the largest agencies in London, has joined the Baltimore office of Courtland D. Ferguson Inc. as space buyer. She formerly operated her own commercial art studio in London.

GENE FROMHERZ, of the radio department of Blackett-Sample-Hummert, Chicago, married Dorothy Chaquette, of the radio department of J. Walter Thompson Co., Chicago, June 30.

ELEANOR LARSEN, radio director of Geyer, Cornell & Newell, New York, was in Hollywood during mid-June to check on shows for possible fall sponsorship.

HENRY J. KAUFMAN, Adv., Washington, has opened a Baltimore office in the Court Square Bldg., in charge of Marx S. Kaufman.

TOM McAVITY, Hollywood radio manager of Lord & Thomas, is in New York for conferences with the agency's home office executives.

Agencies Win Awards

AWARDS in the radio division of the advertising and marketing exhibits sponsored by the National Advertising Agency Network at its eighth annual convention in St. Louis in June went to Henry J. Kaufman Adv. Agency, Washington, D. C., and Sidney Garfinkle Adv. Agency, San Francisco. The Kaufman agency won top honors for building and merchandising the *Peerless Answer College of Fun* program sponsored locally by the Peerless Furniture Co., Washington. It also won the spot announcement award for a campaign for Penn Daw Hotel, near Alexandria, Va. The Garfinkle agency won the award for network radio program building and merchandising of the news program it handled for Euclid Candy Co., San Francisco.

THURMAN L. BARNARD, George W. Cecil, John Hansel, Paul L. Lewis and Frank L. Scott Jr. have been elected directors of N. W. Ayer & Son, according to an announcement by H. A. Batten, president. In addition to these five new members, William M. Armistead, Clarence L. Jordan, Adam Kessler Jr., Gerold M. Lauck and Mr. Batten were reelected directors at the stockholders' annual meeting.

FRANK B. HOWE, formerly publicity director of Raymond R. Morgan Co., Hollywood, has formed his own exploitation agency with headquarters at 1151 S. Broadway, Los Angeles. He has been appointed to handle publicity of Arizona Network.

MARY PENTLAND, for several years head of her own advertising agency in Portland, Ore., and active in radio sales and writing on the Pacific Coast, recently was named assistant to the publisher of *Parent's Magazine*.

JOE LANFIELD, who at one time operated his own Los Angeles agency, has joined Scholts Adv. Service, that city, as account executive.

CLARK ANDREWS, Ruthrauff & Ryan, Hollywood producer of the CBS *Big Town* program sponsored by Lever Bros. has resigned to join 20th Century-Fox Film Corp., that city, as writer-director. Thomas Freebairn-Smith, CBS production contact on the program, took over Andrews' duties until the series ends July 4.

AGENCY Appointments

JACKSON & PERKINS Co., Newark, N. Y., largest grower of roses in the United States, to Meldrum & Fewsmith, Cleveland agency; campaigns will include radio as well as other media.

POSTO-PHOTO, New York (photo service), to Redfield-Johnstone Inc., N. Y., using newspapers and three quarter-hours featuring Phil Cook on WABC, N. Y.

ELIZABETH ARDEN, New York (cosmetics), to Blaker Adv. Agency, N. Y.

AMERICAN FEATHER PRODUCTS Co., Chicago (comforters and pillows), to First United Broadcasters, that city. Plans test in near future on five or six stations in the Minnesota area.

SPARKLETTS DRINKING WATER Corp., Los Angeles, to Ruthrauff & Ryan, Chicago. Spot radio will be used.

CHAPPEL BROS. Inc., Rockford, Ill. (Ken-L-Ration), to Ruthrauff & Ryan, Chicago. It is understood that five weekly 10-minute periods may be used on about 16 stations.

AAAA Newspaper Data

AS PART of its market research program, the Committee on Newspapers of the American Association of Advertising Agencies has just issued Volume VIII-A of *Market and Newspaper Statistics*. The data cover 58 cities over 100,000 in the United States and Canada, with figures on population, number of families, English-reading persons (English-speaking persons for Canadian cities), income tax returns, audited newspaper circulations, linage, retail rates, general rates, differential between retail and general rates, and an analysis of ABC Audit Reports dealing with circulation inducements.

School to Use 60

INDUSTRIAL TRAINING Corp., Chicago (technical instruction), early in July will start a varying schedule of two-minute spot announcements on 60 or 70 stations nationally. James R. Lunke & Associates, Chicago, handles the account.

F. M. LANDWEHR, of James R. Lunke & Associates, Chicago, has been named head of the Chicago office. Mr. Lunke is opening a Seattle office, but the address had not been determined as BROADCASTING went to press.

NATIONAL RADIO RECORDS, operating a new compilation of monthly radio advertising reports, is located at 347 Madison Ave., and not 347 Broadway, New York, as stated in the June 15 BROADCASTING.

The Southwest's

NEWEST AND FINEST

KFDA-AMARILLO

THE TEXAS PANHANDLE'S ONLY FULL-TIME STATION

CONCENTRATING YOUR MESSAGE

IN THE BULK OF THE BUYING HOMES

AT A LOCAL RATE!

74% of the PANHANDLE'S POPULATION = 76% of the PANHANDLE'S RADIO HOMES

R.C.A. *De Luxe* ALL THE WAY — Truscon Radiator — Experienced Personnel

Network Affiliations T.S.N. — MUTUAL

ON THE AIR AUGUST 1, 1939

National Representatives T.S.N.

FULL 18 HOUR U. P. SERVICE

7:15 A. M.	Open
9:15 A. M.	Open
12:15 P.M.	Texaco
3:15 P. M.	Open
6:15 P. M.	Texaco
9:15 P. M.	Open

A Ready Made Audience At Low Cost

KGVO

5000 w. Day	Missoula
1000 w. Night	Montana

CBS Affiliate
Serving the territory between Butte and Spokane.

Reps

REORGANIZATION of Radio Advertising Corp., station representative firm, with Bernard Elliott as president, has followed the purchase into the company of Mr. Elliott and Frank Cox, who are publishers of programs used at race tracks throughout the country. Henry Molley, who has headed the firm's New York office, has been appointed vice-president and general manager, and George Roesler, in charge of the Chicago office, has also been made a vice-president. Radio Advertising Corp. currently represents WHK and WCLE, Cleveland; WHKC, Columbus; WIP, Philadelphia; and CKLW, Detroit (Chicago office only).

WOKO and WABY, Albany, have appointed J. P. McKinney & Son as their national sales representatives. Stations are both affiliated with the *Knickerbocker Press-Albany Evening News* of the Gannett chain, whose member papers are also represented by the McKinney firm. CFLC, Prescott, Ont., has also named McKinney as its representative.

WILLIAM W. JOYCE, formerly of Transamerican Broadcasting & Television Corp., Chicago, has been named manager of the Chicago office of the Texas State Network. Edward Parro, of the TSN Chicago office will handle the St. Louis, Tulsa, and Kansas City territories out of Chicago. Miss Pleasant Williams, formerly of H. W. Kastor & Sons Adv. Co., Chicago, has joined TSN as secretary to Mr. Joyce. Prior to his connection with Trans-American, Mr. Joyce was with the M. P. Wamboldt program firm and before that was on the production staff of NBC-Chicago. The TSN Chicago office has been moved to Room 466, Wrigley Bldg.

WHEN Free & Peters Inc., national representative firm, recently celebrated its seventh anniversary, the staff presented James L. Free with a gold-face watch bearing the inscription, "From 12 men to whose success you have contributed much."

WJW, Akron, has named Kelly-Smith Co. as its national sales representative, effective immediately.

WSVA, Harrisonburg, Va., has appointed Sears & Ayer, New York and Chicago, its representative in the Middle West and Northeast.

CJGX, Yorkton, Sask., has named Jack Slatter, Toronto, as exclusive representative in Toronto.

Schick Sponsors Fight

MAGAZINE REPEATER RAZOR Co., New York (Schick Injector Razor), made its radio debut on June 28 by sponsoring the blow-by-blow description of the Louis-Galento fight for the heavyweight championship of the world, broadcast over a network of 58 NBC-Blue stations. J. M. Mathes, New York, is agency.

$68,000,000

worth of crude oil was produced in Kansas in 1938, nearly all of it in the great listening area of . . . .

WICHITA
KFH
That SELLING STATION FOR KANSAS
Call Edward Petry & Co.

Suicide Target

ORDINARILY the days of a station rep are apt to be a little drab, one pretty much like the other as he makes his rounds of agency calls. Not so the days of Frank Johns of the Howard H. Wilson Co. who has been plagued by coincidence of late. A suicide's body almost hit Frank the other week as he came out of Chicago's Mather Tower building and the experience was repeated last week when another suicide jumped from the Bankers' Bldg. and landed within ten feet of Frank.

F & P in Los Angeles

FREE & PETERS Inc., national representative firm, announces the opening of a Los Angeles office, effective July 1, with Hahn J. Tyler, formerly of John H. Dunham Co., Chicago agency, in charge. Mr. Tyler started in advertising in 1923 when he joined Henri, Hurst & McDonald, Chicago, as an assistant in the space and production departments. In 1925 he joined the Chicago office of the *St. Louis Post-Dispatch*, later going with the MacFadden Publications as western manager of the *New York Graphic* and *Philadelphia Daily News*. In 1932 he joined the Broadcast Checking Bureau and in 1935 went with John H. Dunham Co., where he served as radio and account executive on such accounts as Williamson Candy Co., O'Cedar Corp., Cracker Jack, Club Aluminum H & H Cleaner, Hartman Truck, Peter Pan Canned Foods. The address of the Los Angeles office of Free & Peters Inc. had not been announced as BROADCASTING went to press.

P & G Expands

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on July 3 starts *The O'Neills* on 27 CBC stations as a five-weekly quarter-hour series. On the same date, *La Rue Principal* starts for Oxydol on the French-language network consisting of CBF, Montreal; CBV, Quebec; CBJ, Chicoutimi, Que. On CKAC, Montreal, five-weekly quarter-hour shows have been placed. Beginning July 3, *Manhattan Mother* and *The Goldbergs* will start for Oxydol five-weekly quarter-hours on CJOR, Vancouver. Early in July P & G will start an hour of 15-minute five weekly programs on WRVA, Richmond. Oxydol will be one product sponsored on the series, but the others and the programs had not been chosen as BROADCASTING went to press. It is understood the shows will be broadcast on late afternoon periods. Blackett-Sample-Hummert, Chicago, handles the account.

Big Town on Discs

LEVER Bros. Co., Cambridge, Mass., on July 5 will place transcribed versions of its Rinso program *Big Town* during the program's summer hiatus from CBS, July 4 to Sept. 19, on 10 to 15 stations throughout the country. Transcriptions will be made by Otto K. Oleson Recording Studios, Hollywood. Ruthrauff & Ryan, New York, handles the account.

Face The Facts!

• • •

THE EVANS FOOTBALL FORECAST

• • •

- SIX YEARS . . . 89.6% CORRECT
- PERFECT RADIO MERCHANDISING
- COMPLETE NATIONAL COVERAGE
- AUTHORITATIVE INFORMATION
- TRIED . . TESTED . . NATIONALLY

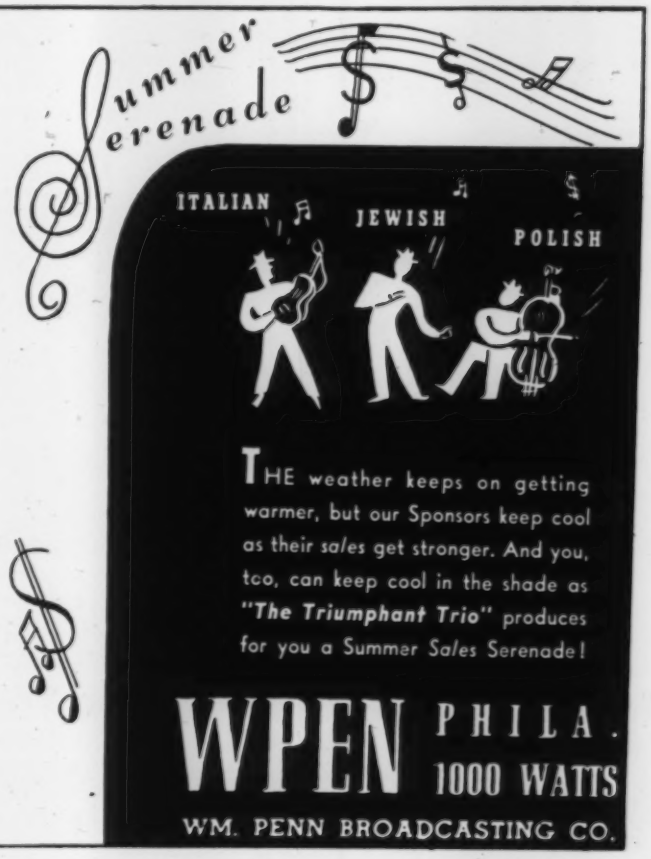
• • •

Written and compiled by Jimmy Evans, famous All-American football star, nationally known sport writer and Radio sports commentator. Using facilities of nation-wide staff of football experts. Direct-from-gridiron reports.

• • •

—WRITE TODAY—

Harry Martin Enterprises
360 North Michigan
Chicago


Summer Serenade
ITALIAN
JEWISH
POLISH
THE weather keeps on getting warmer, but our Sponsors keep cool as their sales get stronger. And you, too, can keep cool in the shade as "The Triumphant Trio" produces for you a Summer Sales Serenade!
WPEN
PHILA.
1000 WATTS
WM. PENN BROADCASTING CO.

Studio Notes

WHEN KWKH, Shreveport, goes to 50,000 watts some time in September, its CBS rate will be $275 per evening hour, $165 per half-hour; $110 per quarter-hour. Daytime rates will be $138, $83 and $55. This was disclosed by William C. Gittinger, CBS sales manager, in a letter to agencies June 14, in which he stated that KWKH will remain in the Southwest Group of six stations listed on Rate Card 25 which permits the advertiser a choice of four or more stations.

KLZ, Denver, furnished complete coverage of the first annual Citizens' Conference on Government Management, held at Estes Park the week of June 18, broadcasting shortwave pickups via its KAAO and transcriptions. Tom McClelland, chief engineer, handled the remote equipment, while Bill Yockey, Denver U student, covered the news of the conference.

CBS, HOLLYWOOD, softball players won their game with the NBC team on June 17, 12 to 3, and now claims the Pacific Coast radio championship.

AS A novelty, KGKB, Tyler, Tex., used the station's colored porter as the man-on-the-street on Negro Emancipation Day in June. The entire program—introduction, commercials, and interviews—was handled by "Pluto", the porter. The program, sponsored by a local auto accessory store, was so successful the sponsor plans to repeat the idea next year.

MAURICE RAPKIN, program director of CKCL, Toronto, Hal Williams, president, Dominion Broadcasting Co.; Hugh Morrison, CBC program division; R. W. Ashcroft, Canadian manager, Sherman K. Ellis & Co., and Allan Corner, Bank of Montreal, all of Toronto, made up the first international team to appear on Energine's *Paul Wing Spelling Bee* on NBC Red from New York June 25.

WGAR, Cleveland, ushered in Father's Day by interviewing the father of the first child born Sunday, June 18. Arrangements for notification of the first birth were made with local hospitals, and when the first report came in at 12:05 a. m. Sunday, a WGAR car brought the father to the studios, where he was interviewed by Sidney Andorn, special events director, and presented several gifts from WGAR sponsors.

From Puppy Sub

ENGINEERS of WLS, Chicago, had a lot of fun and trouble recently installing shortwave radio on the one-man submarine owned by Barney Connett, inventor who crossed Lake Michigan last summer in 11 hours. Thomas L. Rowe, WLS chief engineer, directed the installation of a shortwave transmitter in Connett's sub, then put two-way radio on a cruiser used to convoy the sub. WLS broadcast six five-minute shows direct from the submarine when it made a record run across the lake the other day.

KOMA, Oklahoma City, to increase the seating capacity for the studio audience attending its weekly *Singing Convention of the Air*, has moved the broadcast to the First Nazarene Church auditorium.

NEIL COLLINS, formerly director of publicity of WHK-WCLE, Cleveland, is handling special features publicity and radio production in conjunction with the World's Poultry Congress, to be held in Cleveland July 28 through Aug. 7. NBC, MBS and CBS are planning to cover the event, along with WHK-WCLE, WGAR and WTAM in Cleveland. Several other Midwest stations also are planning to run remote lines to Cleveland for the Congress.

WIL, St. Louis, on June 15 was presented a national citation for outstanding services to the American Legion, along with a silver plaque from the Department of Missouri American Legion. The presentation was made during an hour show observing the sixth anniversary of the American Legion program on WIL.

WGN, Chicago, will claim a record July 10 when *Bachelor's Children*, a five-weekly strip show, concludes its 1,000 consecutive performance for the same sponsor with the same cast and announcer, Cudahy Packing Co., Chicago (Old Dutch Cleanser), sponsors the show, which is written by Mrs. Bess Flynn and announced by Russ Young. Hugh Studebaker is the featured actor on the series.

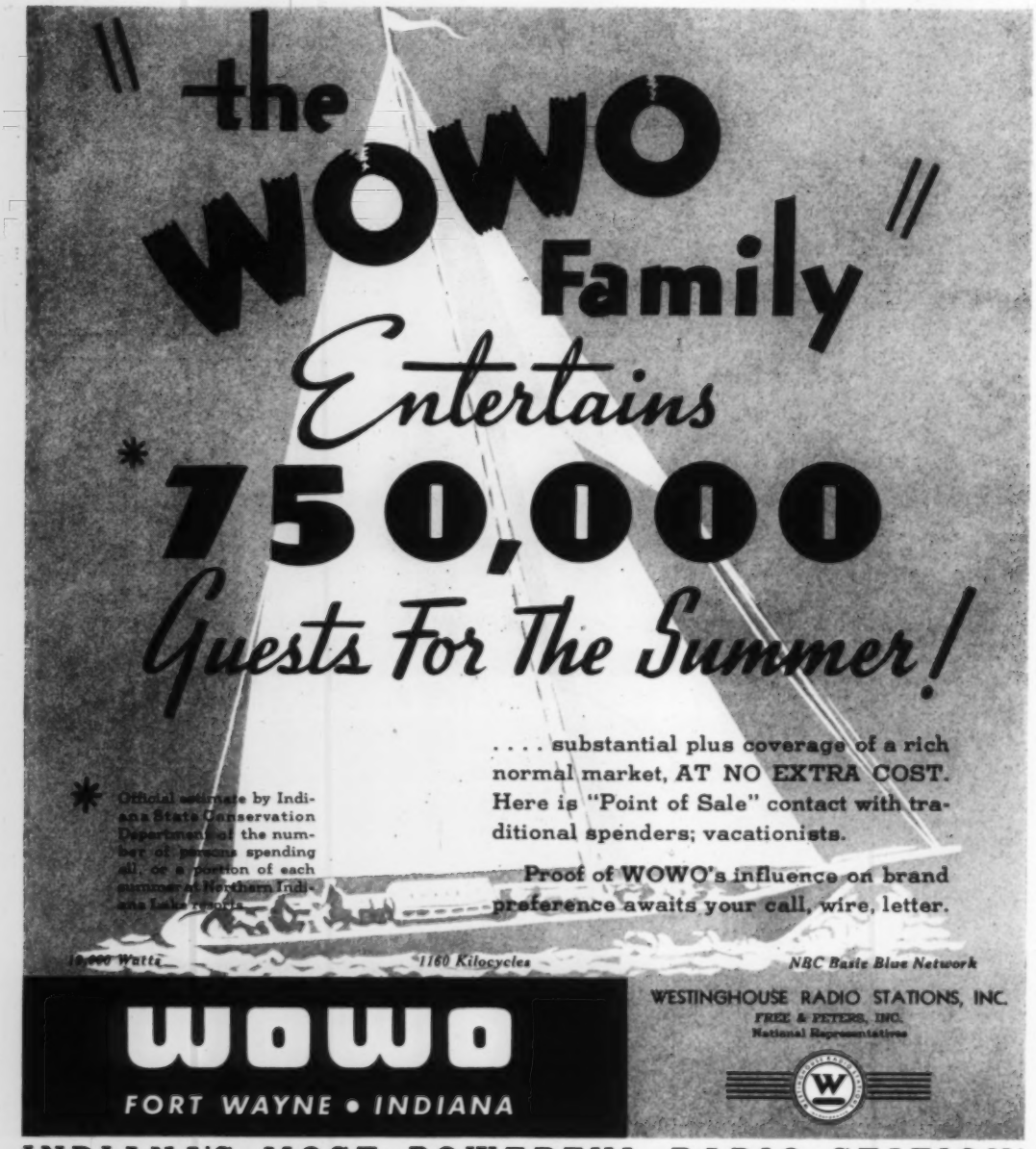
WWL, New Orleans, paid tribute to the graduating classes of 20 local high schools by presenting a 30-minute program which featured the valedictorians of each school. Each scholastic leader was personally interviewed, and the appropriate alma maters were played by Ray McNamara, staff organist.

WJJD, Chicago, recently broadcast a program from its transmitter featuring W. G. Gunther, WJJD chief engineer, and Mrs. Gunther in a discussion of little known aspects of radio. They described the antenna, spoke of the utilization of tubes and told how the WJJD mobile unit is used.

MORE than 200 employees of NBC-Chicago attended the all-day NBC outing June 22 at the Bon Air Country Club near Wheeling, Ill. This was the second annual NBC outing and this year all competitive sporting events were directed by the newly formed NBC Athletic Assn.

WLW, Cincinnati, is carrying the Saturday afternoon games of the Cincinnati Reds the remainder of the season, after a survey of Midwest listeners indicated a lively interest in their games. The broadcasts are handled by Roger Baker and Dick Bray, who have been handling play-by-play descriptions on WSAI all season.

KSFO, San Francisco, has made an exclusive tieup with the San Francisco police and the state highway patrol whereby news of accidents is flashed to the KSFO newsroom. A line or two of safety slogans is flashed along with the description of each important accident.


"the WOWO Family"
Entertains
*750,000
Guests For The Summer!
. . . . substantial plus coverage of a rich normal market, AT NO EXTRA COST. Here is "Point of Sale" contact with traditional spenders; vacationists.
Proof of WOWO's influence on brand preference awaits your call, wire, letter.
*Official estimate by Indiana State Conservation Department of the number of persons spending all or a portion of each summer at Northern Indiana Lake Resorts
10,000 Watts
1160 Kilocycles
NBC Basic Blue Network
WOWO
FORT WAYNE • INDIANA
WESTINGHOUSE RADIO STATIONS, INC.
FREE & PETERS, INC.
National Representatives

INDIANA'S MOST POWERFUL RADIO STATION!

HALF-WAY up a swaying 115-foot ladder thrown up by the hook-and-ladder truck below, Dick Keplinger, special events chief of KJR, Seattle, was snapped by a news photographer while interviewing Battalion Chief Julius Kinney of the fire department. Keplinger then finished his climb and again interviewed Kinney as they perched at the top.

GOV. BOB JONES, of Arizona, has started a series of weekly "fireside chats" on the Arizona Network, starting June 7 from KOY, Phoenix. Gov. Culbert Olson of California conducts a similar series of weekly quarter hour broadcasts over the CBS California network. Titled *The March of California*, his programs originate from the Governor's Mansion and are keyed from KROY, Sacramento.

KVOE, Santa Ana, Cal., is completing extensive landscaping operations which will make its studio and transmitter grounds one of the showplaces of Southern California.

BOB HAWK, m.c. of the MBS quiz program, *Name Three*, has secured a 13-week renewal of his contract with Alfred Dunhill Co., New York (cigarettes), sponsor of the program.

NEW subscribers to United Press news service during the past month are: KGVO, Missoula, Mont.; WELI, New Haven; WKSB, McComb, Miss.; WOPI, Bristol, Tenn.; KHBG, Okmulgee, Okla.; WNBC, New Britain, Conn., and KWFT, Wichita Falls, Texas.

WJJD, Chicago, will continue its half-hour Wednesday evening broadcasts from the local traffic court with Judge Eugene S. Holland on the bench while Judge Gutknecht is on his annual European vacation.

ANNOUNCERS, producers and technicians at KPO and KGO, San Francisco, are now being identified with their station when on remote control jobs. Armbands bearing the name of each station are worn by members of the staff on the outside assignments.

WNEW, New York, on June 19 increased its weekly news broadcasts of INS bulletins slightly more than 50% to extend its service over 24 hours a day. Quarter-hour periods were cut in most cases to present the service on a "bulletin" basis, the schedule of news hours now totaling nine hours and 35 minutes weekly. The station also has arranged for flash coverage for protection when wires are closed from 2 a.m. to 7 a.m. during Stan Shaw's *Milkman's Matinee*.

ABOUT 24 members of the staff of WLS, Chicago, have formed a riding club with Wednesday evening meetings at the local Oakshire Stables. The *WLS Rodeo*, featuring a score of trick riders and ropers, opened recently in Peoria, Ill., with a very good gross, according to Larry Kurtze, of the WLS Artists Bureau.

MORE than 8,000 persons visited the new studios of WMBI, Chicago, during open house in May, H. Coleman Crowell, director of the Moody Bible Institute station, has announced. Promotional material for the event included posters, brochures, souvenir folders and lapel buttons, along with spot announcements. Special evening programs also were featured during the month.

ADVENT of television broadcasts on a regular schedule in New York has increased interest in NBC's television tour at Radio City, the network reports. During May 18,589 persons took the 55-cent tour; from June 1 to 15, the tourists totaled 10,736, with June 14 setting a new record for one day of 1,267.

DONALD W. RILEY, of the Speech Department of Ohio State University, has compiled an annotated radio bibliography in three parts, covering material on radio speech, drama and general production appearing in books and magazines. It was compiled for use by students in OSU radio courses.

NBC's publicity department in New York has installed a television set in a small room adjoining the main press room for the use of radio editors. Installation was ordered by Frank E. Mason, vice-president, when he found that most radio editors lacked ready access to television receivers.

MBS will broadcast via shortwave descriptions of the trans-Pacific Yacht Race from Treasure Island, San Francisco, to Honolulu, which starts July 4 and will last about 15 days. Don Lee Broadcasting System, Mutual affiliate, will make nightly contacts with one of the contending yachts, the *Contender*, and will feed MBS reports of the race on the Wednesday and Saturday west coast dance band programs.

THE staff of WNOX, Knoxville, has organized a softball team coached by Program Director Lowell Blanchard, who also is baseball announcer.

THIS WAY IN!

WAIR is the open door to one of the richest and most responsive markets in the Southeast. Listener-confidence has made WAIR a volume sales producer.

WAIR

Winston-Salem, North Carolina

National Representatives
Sears & Ayer

WNEW

YOU GET BOTH WITH WNEW

1. EXtensive COVERAGE†

2. INtensive COVERAGE

Because of its sheer power and its location in the vast metropolitan trading area, WNEW naturally offers coverage of a tremendous market—one that represents an annual sales volume of $4,849,194,000.

But what is more important to you is *how well . . . how intensely* . . . WNEW covers this market.

So—it is interesting to note that BY ALL INDEPENDENT SURVEYS* WNEW RANKS FIRST IN NUMBER OF LISTENERS OF ANY NEW YORK NON-NETWORK STATION.

*on request

†See map of metropolitan trading area on Page 106

WNEW NEW YORK

SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY

5000 WATTS BY DAY • • • 1000 WATTS BY NIGHT • • • 1250 KILOCYCLES

In the Twin Cities Market It's . . .

NBC STATION **WTCN**

MINNEAPOLIS ST. PAUL

With
PROGRAM PUBLICITY SUPPORT
of
2 GREAT NORTHWEST NEWSPAPERS
Whose Combined Circulation, Both Daily and Sunday, Is Over 300,000

MINNEAPOLIS TRIBUNE and ST. PAUL DISPATCH-PIONEER PRESS
Owners and Operators

FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

New York Chicago Detroit
Los Angeles San Francisco Atlanta

Radio AND Education

CHICAGO Radio Council announces a full roster for its summer workshop June 26-July 21, with classes limited to 25 teachers and a tuition charge of $15. Held in the radio studios of the board of education in Chicago's Builders Bldg., the workshop presents courses in continuity, production and utilization. James Whipple, of the radio department of Lord & Thomas, Chicago, is in charge of the five weekly 8-10 a. m. classes in continuity. Paul Dowty, formerly of WBBM, Chicago, is instructor for the courses in radio production, daily, 10-12 noon. Miss Luella Hoskins, of the Radio Council staff, has charge of the daily two-hour course in utilization, a study of class room techniques and teacher-student listener cooperation.

WINNERS of the 10 college scholarships and the 20 trips to Washington, Radio City and the New York World's Fair, selected among the 300,000 high school and grammar school boys and girls in 147 out of 159 counties in Georgia participating in the 1938-39 auditions of WSB's *Atlanta Journal School of the Air*, will leave on a special Pullman July 6. Louis T. Rigdon, conductor of the school, and Mrs. Rigdon will accompany the group on its annual tour.

KLZ, Denver, on July 8 is starting a new series of agricultural programs to be remoted from farms in the various counties of KLZ's listening area, and featuring interviews on different phases of agriculture. The program will be under the general supervision of the extension department of Colorado Agricultural College. KLZ furnishes its mobile unit, announcers and engineers for the series, to be heard Saturday mornings, 11:45 to 12:15.

SERIES of eight Friday afternoon programs titled *Democracy in Crisis* started June 23 on NBC-Red network under auspices of Northwestern U. and its new Institute of Democracy. Featured are the institute's visiting professors, all authorities on social science. They include Dr. A. N. Holcombe and Dr. Erich Voegelin of Harvard, Dr. G. W. Hartmann and Dr. W. H. Kilpatrick of Columbia U., Dr. L. L. Watkins of Michigan U., Dr. D. E. Clark of Oregon U., Dr. E. A. Ross of Wisconsin U.

Harvard to Stage Radio Conference

HARVARD Summer School has announced a conference on the use of radio for the public welfare to be held in Cambridge, Mass., July 24-Aug. 4. The conference, first of its kind at Harvard, will be of interest to civic leaders, teachers, broadcasters and radio technicians with sessions on various phases of radio each day in Hunt Hall.

Lecture and roundtable personnel will be headed by David C. Adkins, executive director of the New England Town Hall, and will include Genieve M. Allen, president of the Radio Council of Western Massachusetts; Maj. Edwin H. Armstrong, inventor of frequency modulation; Loring Andrews, chairman of the program committee of W1XAL, Boston; Helen Benson, director of school broadcasting in Scotland for the British Broadcasting Corp.; Russell Burkhard, principal of F. A. Day Junior High School, Newton, Mass.; Dean George H. Chase, chairman of the Harvard Radio Committee.

Dr. Franklin Dunham, NBC educational director; S. Howard Evans, secretary of the National Committee on Education by Radio; Sterling Fisher, CBS educational director; Mrs. Benjamin Krous, radio chairman, Massachusetts State Federation of Women's Clubs; Walter S. Lemmon, president of World Wide Broadcasting Foundation, W1XAL, Boston; Frank R. McNinch, FCC chairman; Allen Miller, executive director, University Broadcast Council, Chicago; James A. Mayer, extension director, Massachusetts State Dept. of Education; Keith Taylor, director of radio division, Bureau of Educational Research, Ohio State University; Prof. Howard E. Wilson, Harvard.

A COURSE in radio and radio writing will be introduced July 5 for the first time into the summer session of Columbia University, New York, under the direction of Erik Barnouw, who has written and directed programs for NBC, CBS and WOR, Newark.

ADD WHN AND MULTIPLY RESULTS!

Do you want more New York sales? Smart national advertisers use WHN to supplement their network programs in the world's richest market.

WHN DIAL 1010 NEW YORK CITY — EDWARD PETRY & CO., INC. National Advertising Representatives

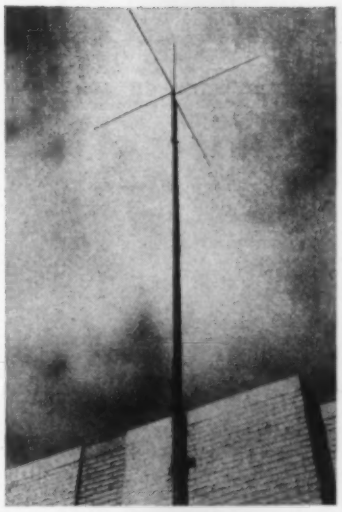
Elaborate Display Is Planned by WE

WESTERN ELECTRIC Co. will have on display at the Ambassador Hotel, Atlantic City, during the NAB convention July 10-13, one of the most impressive arrays of new equipment it has ever assembled, according to F. R. Lack, general commercial engineer. During the last year, he said. almost every unit of a broadcasting plant has been modernized, with the result that new equipment ranging from microphones of variable directivity to transmitters of advanced efficiency will be shown for the first time.

Much of the equipment will be in actual operation to permit broadcasters to test on the scene. Featured will be the Doherty high-efficiency circuit, and demonstrated will be the first instance wherein this circuit has been applied to a medium size transmitter—the new streamlined, single unit 1 kw.

Other operating displays will include the phase monitor for directional antennas, and a newly-developed reproducer set, utilizing a universal pickup device of novel construction for reproducing either vertical or lateral recordings. Also to be demonstrated will be the new 5 kw. WE air-cooled tube, and the latest design of 100 kw. amplifier. The cardioid directional mike will be explained by R. N. Marshall, of Bell Laboratories, and new antenna coupling units will be shown along with the latest in speech input equipment. Representatives of WE who plan to attend the convention are: E. W. Thurston, L. F. Bockoven, G. W. Davis, H. F. Scarr, C. E. Snow, W. E. Jonker, W. Whitmore and C. L. Stong. Bell Laboratories will be represented by W. H. Doherty, R. E. Poole, H. A. Reise, H. E. Mendenhall, W. L. Black, W. A. MacNair, R. A. Miller and F. W. Cunningham. A. J. Eaves, research products sales manager of Gravbar, plans to have present A. S. Wise, Philadelphia; D. B. McKey, Atlanta; R. G. McCurdy, Kansas City; J. P. Lynch, Boston; J. W. LaMarque, New York; F. J. Stahl, New York; W. W. Ponsford, Philadelphia, and F. L. Allman, Richmond.

WRITTEN by John Baker, radio extension specialist, U. S. Department of Agriculture, *A Radio Handbook for Extension Workers* has been published in mimeograph form by the Extension Service. In friendly conversational language the booklet explains, step by step, the technique of using radio for agriculture, home economics and 4-H work. Mr. Baker formerly specialized in special event and farm broadcasts at WLS, Chicago.



RCA has announced a new ultra-high frequency transmitting and receiving antenna that is custom-built for each job and so needs no adjustments when erected. Unit consists of four horizontal rods, at right angles, and a vertical rod above them, each rod a quarter-wavelength long. Below the antenna is a quarter-wave transformer to which the transmission line is connected. Installations of this antenna have been made at WBNS, Columbus, W3XIR, Philadelphia, and a number of police radio stations. New York City will use it on radio-equipped harbor launches.

Equipment

AN RCA 250-D transmitter has been ordered for the new WHBY, which has been authorized by the FCC to move from Green Bay, Wis. to Appleton, Wis. Father James A. Wagner, manager of WHBY and WTAQ, St. Norbert College stations at Green Bay, reports that selection of new site is holding up building and personnel plans.

WLOK, Lima, O., recently purchased a 45-M portable remote amplifier from Wilcox Electric Co., Kansas City. The new equipment was first used for a three-hour pickup from the Peony Festival in Van Wert, O.

TWO folders covering broadcast equipment have been issued by RCA Mfg. Co. The first describes assembled studio equipments, including standard groupings of de luxe panels. The other deals with measuring equipment for laboratories, stations and schools.

RCA MFG. Co. has issued an eight-page folder, "Television Picture Equipment", describing all available television apparatus, transmitting and receiving, with specifications, diagrams and illustrations.

FINCH TELECOMMUNICATIONS Laboratories, New York, has announced that WOKO, Albany, has concluded an agreement for use of Finch facsimile apparatus, to be installed as soon as it receives an FCC grant. Other stations now using Finch facsimile equipment include WLW, WOR, WGN, WSM, WHO, WWJ, KSTP, WHK-WCLE, WSAI, WGH and W2XBF.

WDAE, Tampa, has placed in operation a Ford truck mobile unit, carrying its relay transmitter WDAJ, which has already seen duty on various remote jobs. The car's crew comprises Bill Moore, Sol Fleischman and Joe Smiley.

KOL Executive Changes

REORGANIZATION of the executive staff of KOL, Seattle, has been announced by Archie Taft, general manager, with the appointment of Oliver A. Runchey as sales manager and Eddie Jansen as promotion manager. Mr. Runchey, prominent in Pacific Coast sales work for the last 10 years, succeeds Elmer Pederson, who resigned to return to Los Angeles and who has made no announcement of future plans. Mr. Jansen during the last year has been program and promotion director of KGU, Honolulu, and formerly was sales manager of KVI, Tacoma. Frank Anderson has been appointed program manager. KOL is chiefly owned by Mr. Taft, but 42.3% of its stock is owned by Louis Wasmer, operator of KGA and KHG, Spokane.

WXYZ, Detroit, has applied to the FCC authority to move its transmitter to Joy & Greenfield Roads, Detroit, and increase its day power to 5,000 watts. KOAC, Corvallis, Ore., also seeking daytime power boost to 5,000 watts, has asked for authority to move its transmitter to Granger, Ore.

KMED, Medford, Ore., has purchased an RCA 1 kw. power amplifier and associated equipment.

KCKN, Kansas City, Kan., has purchased an RCA 250-D broadcast transmitter and RCA input equipment.

KSRO, Santa Rosa, Cal., has installed a new 96-A RCA limiting amplifier under the supervision of Bob Nichols, chief engineer.

KSAN, San Francisco, has installed a new Western Electric master control panel, a boom microphone and two news transcription turn-tables.

JUST around the corner from the new N.A.B. Headquarters on K Street, In the center of busy Washington.

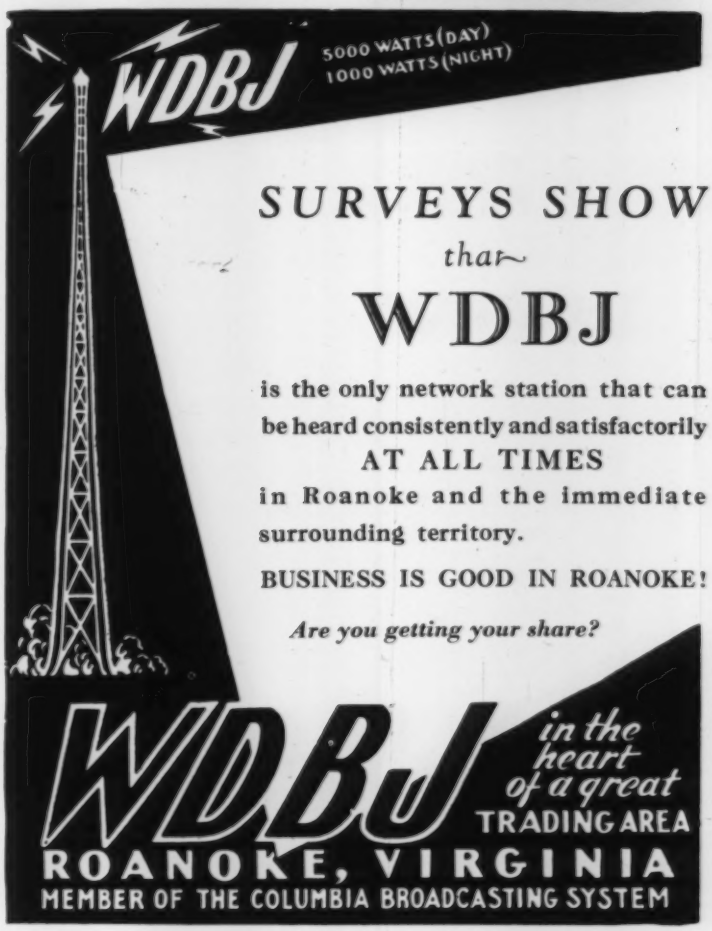
Air Conditioned

BEDROOMS · RESTAURANTS
LOBBIES
During the Summer Months

The MAYFLOWER

Connecticut Avenue at L Street
WASHINGTON, D. C.

R. L. POLLIO, Manager



A Big Store Uses Radio Dramatically

And Gets an Immediate Response From Its Coast Audience

By EDWARD C. STODEL

President, Stodel Adv. Co., Los Angeles

"FOUR times daily as the clock on the Eastern-Columbia tower strikes 8 a. m.; 12 noon; 8 p. m. and 11:15 p. m., we flash to you *Headlines of the Hour* direct from our special newsroom, located beneath the beautiful new marquee of the big Eastern store, facing Broadway at Ninth, in downtown Los Angeles."

With that salutation, last March 17, we launched over KEHE, Los Angeles, one of the Pacific Coast's largest furnishing and apparel firms on what we hope looms as its first long-term venture in radio.

For 47 years, the Eastern-Columbia stores in Los Angeles have been one of the biggest users of newspaper space. Their expert advertising staff had captured black and white awards nationally year after year. Their success as merchandisers of national brands was unquestioned. They simply couldn't see radio as a necessary media, except for an occasional dab.

An Audience Available

Frankly speaking, they expected any radio program to equal the sales, on a particular item, that was accomplished by the same amount of money in newspapers. And starting from scratch, that was a difficult challenge to meet, what with the terrific force and individual style of their ads plus the long acceptance these ads had built up throughout the years. Nevertheless, we were confident that radio could do a job of its own, not only in immediate direct sales, but from a traffic and institutional angle that could not be touched by periodical advertising.

Strangely enough, however, it was our own newspaper editorial background on the *Los Angeles Herald-Express*, that enabled us to work out the program finally accepted by the store management. We selected news broadcasts because they would build an immediate audience and not have to create one, as would a script or idea show. And, keep in mind, this client was expecting immediate sales.

In the second place, we must be on the air enough times a day, on a popular priced station, or once a day on a major station, to keep within a trial budget — and yet stand a chance of keeping up with black and white results. For the initial test, we decided upon four times daily on a popular independent station—on which we could dominate the news presentation.

We selected KEHE not only because this was possible on that station, but because of its excellent news facilities. But frankly, just presenting news broadcasts was not enough to sell the Eastern managing director, Julian Sieroty, and advertising manager, James Seyster. We anticipated this obstacle, and incorporated with the presentation the idea of broadcasting the programs direct from a special Eastern-Columbia newsroom which could be installed in a show window facing Broadway, the main street in downtown Los Angeles.

SPECTATORS watching a news broadcast direct from the display window news room of the Eastern-Columbia apparel store in downtown Los Angeles. Photo shows (left) Edward C. Stodel, president, Stodel Adv. Co., and Tom Frandsen, news commentator, at mike, during the initial broadcast on March 17. When not on KEHE Frandsen announces flash bulletins over the store's loudspeaker system.

This newsroom would be complete in every detail, and the International News teletype would be installed right in the window. Even the items to be advertised as daily radio specials would be right in the window during the broadcasts. This tieup was an almost immediate clincher to the deal. In fact it was opportune. The store had just invested thousands of dollars in new windows, and an elaborate marquis. If just for the ballyhoo to attract attention to these features, the program was worth a trial to the management. The newsroom was installed as planned, and the first broadcast made on March 17.

Will Spread to Branches

Tom Frandsen, Los Angeles announcer, was signed as the exclusive Eastern Reporter, and is now on duty in the window newsroom throughout the day. Between the four daily broadcasts, he also announces late bulletins over the store's speaker system, which is also on for the crowds—in continuous attendance from early morning until 9 at night.

Most encouraging of all is that starting from scratch, the programs have stood on their own feet in producing immediate sales, beyond expectations of the sponsor, and bringing a desired flow of traffic to the big 12-story Eastern-Columbia store as well as to all ten of their branch stores throughout Southern California. And from the outlook of things, it appears that one of the longest standouts in Southern California radio has at last been converted to the use of broadcasting as both a merchandising and institutional media, the sponsor having recently signed a long term contract. Later plans call for similar sound proof news rooms in the various branch stores to develop wider activity in the communities served.

Annual Awards, Laments Are Announced by *Stage*

ANNOUNCING its annual "palm" awards for radio, the magazine *Stage* in its June issue picks for its kudos H. V. Kaltenborn, *Information Please*, Bob Hope, Bing Crosby, *Lux Radio Theatre* and the New York Philharmonic Symphony. Honorable mentions are given Morton Gould, conductor-arranger-composer, for his stylized treatment of popular music on MBS; Orth Bell, known as "Uncle Jonathan" on WAAT, Jersey City, and the *BBC Music Hall Varieties* carried via Transatlantic relays on WOR.

Stage, having honored, adds that it also "laments" the "widely spreading tasteless technique of guest stars who spiel direct sales endorsements for their respective products"; "the loss of individuality suffered by the *Columbia Workshop*, which has become neither fish, nor fowl, nor good red herring"; "The sad fact that the air-debut of Robert Benchley — whose embarrassed charm is unable to cope with unbecoming material—was the year's greatest disappointment"; "the ill-advised War and Peace philosophizing on *The Circle*, which is generally enough of a clambake as it is."

Olympic to Add

OLYMPIC KNITWEAR of New York, on July 16 will start 10 spot announcements weekly on WMCA, New York, as the first step in a special six-month campaign for "Tish-U-Knit" sweaters. Four of the announcements will be spotted during the day, the others to follow the *Five Star Final* program each evening. Other stations will be added to the campaign during the last two weeks in July, according to Hicks Adv. Agency, New York, which handles the account.

JIMMY SCRIBNER, who plays 22 different roles on the MBS *Johnson Family* program, has opened what he calls the "largest barbecue bistro in the world" on Queens Boulevard near the New York World's Fair, and has named it "Chicazola," mythical scene of his program.

FILMLAND WRITERS BREAK FROM AFRA

LOS ANGELES and Hollywood radio writers on June 20 broke away from AFRA and formed the Western Division of Radio Writers Guild, an affiliate of Authors League of America. Meeting, held in Hollywood Athletic Club, was attended by approximately 125 Southern Cailfornia radio writers. Forrest Barnes, Hollywood freelance writer, was elected president of the Western Division, which will have jurisdiction over the 11 western States. Also elected were the following Council members: Lindsay McHarrie, John Boylan, Hector Chevigny, Bettie Stulla, Mel Williams, Don Clark, John Slot, Dave Taylor, Noreen Gamill and True Boardman.

A constitution was adopted and release was asked from membership in AFRA so they can affiliate with the new organization. Marc Connelly, president of Dramatist Guild, and Ruth Knight, representative of New York Radio Writers Guild, spoke. Boardman, who presided at the organization meeting, explained there would be a National Council of 30 members, 10 each to be elected from the Western Division, Chicago and New York. This, it was said, will replace the present total of 15 councilors-at-large. Each region will also have its own president. The Western Division will shortly either elect or appoint representatives in the major west coast radio centers to guard the interests of writers there.

KEHE Becomes KECA

THE call letters of KECA will be retained in lieu of KEHE when the latter station and its plant and facilities are turned over to Earl Anthony Inc., under a proposed FCC decision announced June 21 (see page 34), according to a statement by Harrison Holliway, general manager of KFI-KECA. The Anthony interests bought KECA for its 780 kc. channel and its building at 141 N. Vermont St., Los Angeles, where operations of both KFI and KECA will be centered. Mr. Holliway will shortly announce changes in operating and advertising policies and personnel assignments.

AFRA In Key Cities

NEGOTIATIONS between the American Federation of Radio Artists and the various local stations in New York, Chicago, San Francisco and Los Angeles are proceeding satisfactorily in most cases, according to Emily Holt, executive secretary of the union. In the transcription field, she said, no action will be taken until the coordinating committee appointed by the national board has completed its task of working out a set of scales and working standards. Members of this committee are Ned Wever, chairman, Lucille Wall, Walter Preston, Alex McKee and Sid Walton.

NORTH AMERICAN Accident Insurance Co., Newark, on June 20 started a two-week campaign of quarter-hour musical programs six times weekly on WHN, New York, and WNEW, New York, with additional five-minute news programs 12 times weekly on WNEW. Franklin Bruck Adv. Corp., New York, places the account.

in the CONTROL ROOM

ARCHIBALD E. LINGO, of Collingwood, N. J., president of John E. Lingo & Son Inc., Camden, on June 13 was granted a patent on a mast for radio broadcasting (No. 2,162,675) by the U. S. Patent Office.

NORMAN HAHN, formerly chief engineer of WTAQ-WHBY, Green Bay, has joined WIBA, Madison, Wis., as chief engineer, succeeding Merrill F. Chapin, resigned. Lloyd S. Sadler also has been added to the WIBA technical staff.

ALAN BODE, sound effects director of KFWB, Hollywood, married Emma Pickett, of the KFWB accounting department, June 23.

A. S. HAGGERTY has joined the technical staff of CBK, Watrous, Sask.

JAMES LA SHAUM, KEHE, Los Angeles, technician, is the father of a girl born June 8.

J. B. EAVES, chief engineer of KGNF, North Platte, Neb., is the father of a boy born recently.

GLEN LESH, John Woods and Dan Grey, recent graduates of Midland Television Inc., Kansas City technical school, have been appointed to the engineering staffs, respectively, of KGFW, Kearney, Neb.; WNAX, Yankton, S. D.; KWKH, Shreveport.

ED LOCKWOOD has been transferred from the transmitter of WLW, Cincinnati, to the television department in the Carew Tower in Cincinnati as a transmitter engineer.

CLARENCE PALMER, KVOE, Santa Ana, Cal., engineer, and Betty Steen were married at Gardnerville, Nev., May 22.

LEN COZINE has been transferred from the control room to the engineering staff of CJRM, Regina, Sask. Harry Dane of the production department has taken Cozine's place in the control room. Roy Henderson, new to radio, has joined the production and continuity department.

RICHARD HAYSEL, of the KNX, Hollywood, engineering department, and Dolores Blitz, secretary to Al Span, CBS Pacific Coast sound effects director, have announced their engagement. The wedding is scheduled for Aug. 12.

CLIFFORD C. HARRIS, technical supervisor of WIP, Philadelphia, recently purchased a 30-foot cabin cruiser, which has been christened "WIP". Martin N. Oebbecke, assistant to Mr. Harris, was graduated in June from the Wharton School of Commerce of the University of Pennsylvania.

WALTER STILES Jr., engineer of WABC, New York, is the father of a boy born recently.

PAUL MILLER, formerly of WTAD, Quincy, Ill., has joined the engineering staff of WOWO, Fort Wayne, Ind.

E. L. PARKHURST, engineer of KPO and KGO, San Francisco, and his wife have adopted five-month-old twin boys.

N. J. RICHARD, control room supervisor of WISN, Milwaukee, recently was elected president of the Milwaukee Radio Amateur's club, which has a membership of about 1,000.

HARVEY HAAS has joined KRKD, Los Angeles, as relief transmitter technician.

LAWRENCE RAUCH, University of Southern California engineering student, has joined KMTR, Hollywood, as operator.

RANDOLPH OGG, engineer of KGVO, Missoula, Mont., recently married Ruth Ambrose.

CARLTON NOPPER, control room supervisor of WFBR, Baltimore, is the father of a boy born in May.

Diversified Income

INDUSTRY
AGRICULTURE
SHIPPING
TOURISTS
STABLE
HISTORIC

That's
Coastal South Carolina

For Radio in This Market

It's

1,000 Watts **WCSC** 1,000 Watts

Charleston, S. C.

Affiliated National Broadcasting Co.
Red and Blue

Member N.A.B.

Representatives Free and Peters Inc.

tonal beauty

Network transmission of the ethereal tonal beauty of the harp . . . or the thundering majesty of the organ . . . is always an important and painstaking task in the radio industry.

Patient research and engineering skill have provided special circuits to link the radio stations of the country. Trained men supervise transmission. The most modern facilities guard the quality of sound—all the way.

And in the Bell Telephone Laboratories work goes on continuously, to improve and extend the contribution of the telephone system to radio broadcasting.

Don Lee Spikes Reports It Will Issue Stock for Television Operations

SPIKING reports to the contrary, Don Lee Broadcasting System, Los Angeles, operating W6XAO, through its president, Thomas S. Lee, in late June announced that the organization had no television stock for sale nor is it interested in any projected campaigns to raise money for the sale of securities of any kind. "Our television work is definitely experimental, of a non-commercial nature and we are investing our own funds in ratio commensurate with the progress of our technical staff," Mr. Lee said. "This organization is not financially interested in the manufacture, sale or installation of teleceivers. Because of the tremendous impetus given television in recent weeks, the public should be protected against questionable stock issues and unproven ventures in television developments."

RADIO AIDS TORNADO VICTIMS

Twin City Stations Help Relief Work in Area Stricken by Minnesota Storm

MINNESOTA'S Twin City radio stations again demonstrated broadcasting's vital importance during a disaster when they rushed men and equipment to the scene of the tornado which struck Anoka, Minn., 20-odd miles away, the afternoon of June 18. The storm killed at least 10 persons, injured more than 100 others and caused an estimated $1,000,000 damage.

A short time after the tornado struck, KSTP, WCCO and WTCN had announcing and technical crews in the stricken city and had arranged shortwave pickups and transcribed on-the-scene descriptions, in addition to carrying official communiques, appeals for aid and special programs extending over several days.

With extensive on-the-spot coverage, several stations claimed "firsts" in covering the disaster, which struck at 3:21 p. m. after a hot muggy day. WCCO, whose transmitter is located two miles east of Anoka, just outside the stricken zone, claimed first news of the tragedy when highway patrolmen rushed through the storm to the transmitter building and put in calls for doctors, nurses and ambulances, along with a plea for the aid of Twin City police and firemen. Immediately afterward, WCCO broadcast the first news directly concerning the storm from the transmitter, with Russ Person, transmitter engineer, at the mike. While he was handling the first flashes, other WCCO engineers went through the town and collected information concerning casualties.

Adj. Gen. Ellard Walsh, in charge of the Minnesota National Guard, was at Fort Ripley in the northern part of the State and could not be reached by telephone. WCCO broadcast a request for him to call National Guard headquarters in St. Paul, and a few minutes later, after hearing the broadcast, he called in and requested WCCO to ask all members of the 151st Field Artillery and the 206th Infantry, both of the Twin Cities, to mobilize at once. Both regiments were mobilized and on their way to the stricken area in an hour-and-a-half.

Meantime WCCO engineers, headed by Chief Engineer Hugh McCartney, had taken portable equipment into Anoka. No telephone service was available, but by tapping an auxiliary cable from the transmitter, WCCO was able to set up the only line of communication from the outside. From approximately 5 p. m. until 10:30 p. m. (CST) WCCO was on the air constantly with lists of casualties, instructions and relief pleas.

A CBS broadcast was originated by the station at 10:30 p. m., using portable equipment in the car of Engineer Bob Anderson as it cruised about the city. Max Karl, WCCO's educational director, and Eddie Gallaher, sports announcer, both went to Anoka at the first flash and handled all the WCCO broadcasts.

KSTP on the Job

Manager Stanley Hubbard of KSTP, despite the danger of being scooped, held back nearly an hour the first news flash reaching the station, in keeping with its policy of seeking to discourage a rush of curiosity seekers to the scene of an accident and at the request of National Guard officers. Mr. Hubbard also reported KSTP was the first to call National Guardsmen to report at the armory and first to send a crew to Anoka with a mobile unit and shortwave equipment, which reached the city 45 minutes after the flash.

When the shortwave pickups failed to come through, due to atmospheric disturbances, KSTP made a transcription of what it claims was the first eyewitness story. In addition to the transcribed on-the-scene pickups, which were rushed the 25 miles to the downtown studios at frequent intervals by two sets of messengers, the station also carried regular bulletins, urging sight-seers to stay away.

KSTP's 10-man crew in the stricken area included Brooks Henderson and Frank McGlogan, announcers; Al Asch, Gordon Johnson and Dick Hance, nemo engineers; Art Lodge and John Knoble, newsmen, and Bill Hoverson and Arvid Cartwright, *Minneapolis Journal* reporters working under Special Events Director Joe Meyers. The recording equipment was taken directly into town meetings and rehabilitation centers, and through selection and editing a comprehensive description was furnished.

At the request of Gov. Stassen, who participated actively in rescue operations, the KSTP mobile unit was used by rescue officers as an amplifying system to give directions to salvage workers. The unit cruised through the debris-littered streets, telling victims where to go for food and medicine treatment and giving orders to militiamen. Hour-by-hour reports and recordings were broadcast up to signoff June 20, and KSTP staff members

STATISTICALLY SPEAKING

of South Carolina in the Daytime

WIS COUNTIES* include

67.7% of S. C. RADIO HOMES
70.1% of S. C. RETAIL SALES

IT'S THE STORY OF 5 KILOWATTS ON 560 Kc.

Over the same path, and at the same distance, WIS delivers 353 microvolts per meter; a 50 kilowatt station on 1080 kc. delivers 300 microvolts. (Columbia to Charlotte 95 miles)

Jansky & Bailey Survey, Oct. 1938

	South Carolina	WIS Counties*
1935 Retail Sales	$248,206,000	$174,129,000
1938 Radio Homes	207,300	140,480

** Counties Crossed by, or wholly within, WIS ½ millivolt daytime contour*

USE WIS FOR EFFECTIVE SELLING
IN SOUTH CAROLINA

COLUMBIA, S. C.

560 Kilocycles *5,000 Watts*

NBC Red and Blue Networks *Represented by FREE & PETERS, Inc.*

returned to the studios at 3:30 a. m. and prepared a broadcast that went on the air a few hours later.

All Twin City stations cooperated with the Red Cross in raising relief funds, KSTP, WTCN and WCCO carrying special programs which raised several thousand dollars for the stricken area.

WTCN Uses Plane

WTCN used five men in strategic places over the area, including one in an airplane, to describe the tornado damage. Hal Lansing, chief announcer, started putting news bulletins on the air after the first flash, and within the next hour had broadcast more than 20, including pleas for medical aid and mobilization notices. Bob De Haven, production manager, made the airplane flight during the ensuing rainstorm and gave a 15-minute word picture of the scene on landing.

Bennett Orfield, WTCN news editor, went on special duty in the offices of the *Minneapolis Tribune* and broadcast bulletin for six hours. John Sherman, technical director, and Charles Irving, announcer, drove to the scene with shortwave equipment, but when it was found no power was available in Anoka, they viewed the wreckage and checked the situation and then drove to a nearby town, from where they shortwaved their report.

THE FCC on June 21 authorized R. E. McDonald, manager of KFQD, Anchorage, Alaska, to acquire complete control of that station and issued it a regular renewal license which had been held up due to alleged failure to comply with rules pertaining to transfers of ownership.

BUST of Maj. Edward Bowes, carved from a block of compressed evaporated salt, was presented to him recently following one of his CBS *Amateur Hour* broadcasts by Edward L. Fuller, president of International Salt Co.

Old and New

OLDEST and newest methods of communication were combined recently when the Crosley Co. facsimile station W8XUJ used carrier pigeons to speed pictures of a Cincinnati Reds-Pittsburgh Pirates baseball game to its studio for immediate transmission. Black Comet, world-record racing bird, on whose back was strapped the official harness of the Army Signal Corps, flew the negatives from the baseball park to the Crosley plant, a distance of approximately 4½ miles, in three minutes and the photos were developed and on the air 20 minutes after being taken. Six birds were used in carrying the 32 pictures snapped on the playing field. According to Wilfred Guenther, Crosley coordinator of facsimile and television, pigeons may become regular members of the WLW-W8XUJ staff to increase the speed of picture service.

THOSE gold-plated WE microphones which excited the curiosity of King George VI during his Canadian-U. S. tour last month are here shown as the King delivered one of his broadcasts. Canadian Broadcasting Corp. ordered a battery of the mikes from Northern Electric Co., and they were used whenever there was a broadcast by the royal visitors.

FCC Clearing Docket

PUSHING toward clearing of its docket prior to the "quasi-recess" over the summer, planned to start July 15, the FCC at meetings June 19-20 handled the largest agenda since its creation in 1934. All told, some 40 pages of "flimsy" or routine decisions were released, along with two-score matters requiring separate consideration. Of 16 docket cases on broadcast applications which had gone to hearing, 13 were decided. The FCC will not schedule hearings or arguments from July 15 through Sept. 5 and, while it plans to hold sessions over the summer, meetings probably will be held on an abbreviated basis, yet to be decided upon. Chairman McNinch, ill since last May, did not attend the record June meetings, and is not due to return to his office until after July 4.

PROGRAMS to be presented by the University of Kentucky through WHAS, Louisville, for the six months from July 1 through Dec. 31 are listed in a booklet that may be obtained from the University at Lexington.

FLORENCE NIGHTINGALE
1820-1910

SOME OF THESE ORIGINAL RECORDINGS MADE 50 YEARS AGO BY THOMAS A. EDISON
HEAR THE ACTUAL VOICES OF . . .
Florence Nightingale
"Teddy" Roosevelt
Jas. Whitcomb Riley
Andrew Carnegie
Wm. Ewart Gladstone
P. T. Barnum
Wm. J. Bryan
Thomas A. Edison
Admiral Peary
Will Rogers
and 42 others

VOICES OF YESTERDAY

Quarter Hour Transcribed Programs Now on the Air in 31 Cities in the U. S. and Australia

• The programs consist of exciting, dramatized events in the lives of celebrities, climaxed by the presentation of their actual voices. These famous voices were recorded by yesterday's miracle — the Edison reproducing machine — and the priceless old cylinders have been modernized and amplified, to bring to the radio audience of today actual VOICES OF YESTERDAY.

"Voices of Yesterday" is not only fascinating history, it is fascinating entertainment.

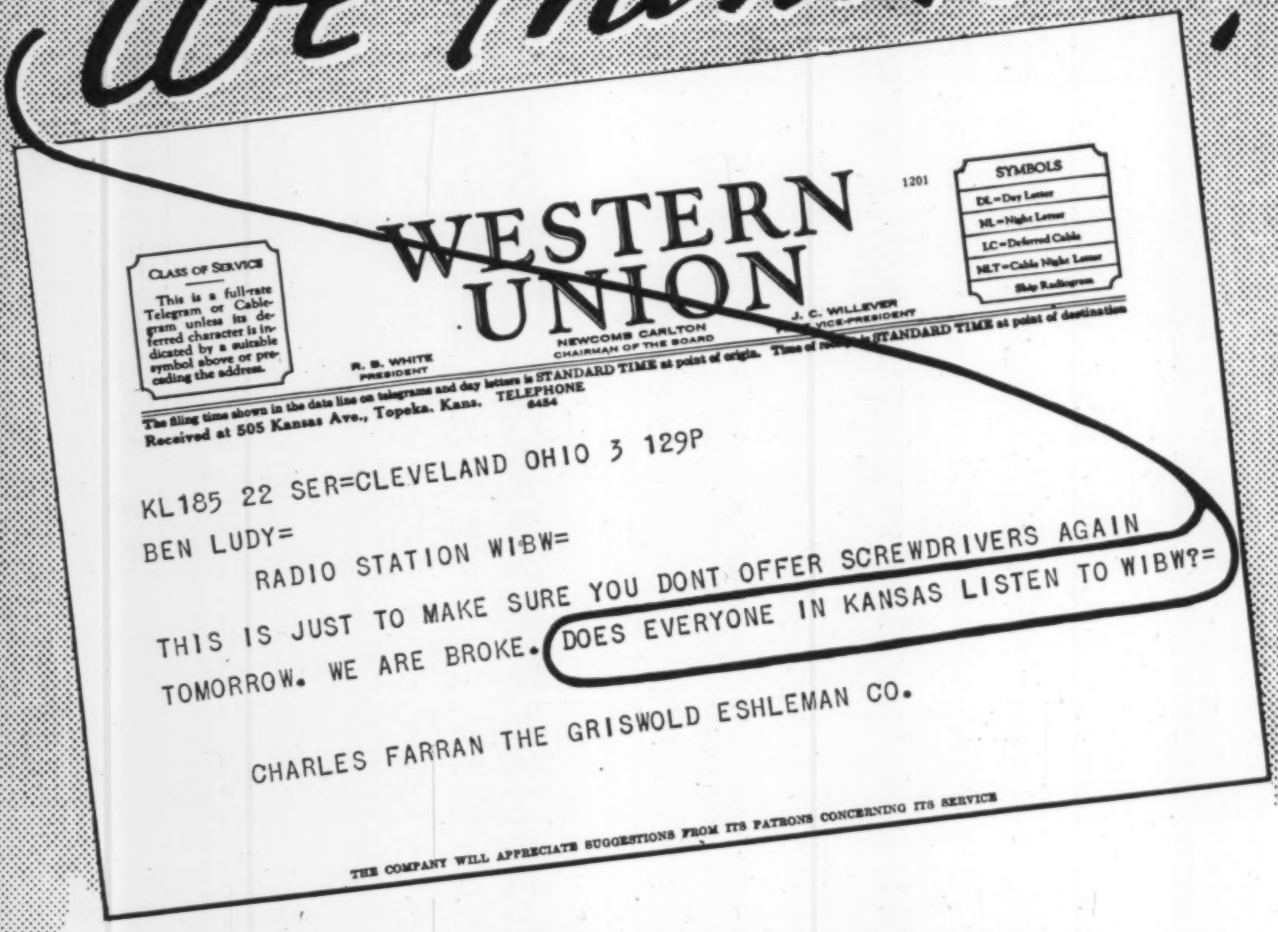
THRILLING • EDUCATIONAL
DRAMATIC • ROMANTIC

Exclusive Rights Granted. Write or Wire.

Harry S. Goodman

19 EAST 53rd STREET at Madison Avenue . . . NEW YORK CITY

We Think So!



WESTERN UNION

1201

CLASS OF SERVICE
This is a full-rate Telegram or Cable-gram unless its de-ferred character is in-dicated by a suitable symbol above or pre-ceding the address.

SYMBOLS
DL = Day Letter
NL = Night Letter
LC = Deferred Cable
NLT = Cable Night Letter
Ship Radiogram

NEWCOMB CARLTON
CHAIRMAN OF THE BOARD

R. B. WHITE
PRESIDENT

J. C. WILLEVER
VICE-PRESIDENT

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

Received at 505 Kansas Ave., Topeka, Kans. TELEPHONE 6454

KL185 22 SER=CLEVELAND OHIO 3 129P

BEN LUDY=

RADIO STATION WIBW=

THIS IS JUST TO MAKE SURE YOU DONT OFFER SCREWDRIVERS AGAIN TOMORROW. WE ARE BROKE. DOES EVERYONE IN KANSAS LISTEN TO WIBW?=

CHARLES FARRAN THE GRISWOLD ESHLEMAN CO.

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

13,772 REPLIES FROM TWO ANNOUNCEMENTS!

That's what brought this telegram from the agency of one advertiser.* Two announcements were made offering a minor premium (to farmers only) in exchange for detailed information of tremendous sales value to local dealers.

WIBW listeners responded with nearly ten times the advertiser's estimated number of replies.

We don't want to be obvious, but all this is mighty valuable to YOU . . . this absolute proof of WIBW's pulling power . . . of the way WIBW listeners respond.

Today, with our new, ultra-modern transmitter, WIBW is ready to show you some real ACTION from a ready-to-buy audience that is conservatively estimated at 361,980. Let us show you HOW.

* *Name on request.*

WIBW *"The Voice of Kansas"*

COLUMBIA'S OUTLET *for* KANSAS

BEN LUDY, *Manager*

Represented by CAPPER PUBLICATIONS, Inc.

NEW YORK DETROIT CHICAGO KANSAS CITY, MO. SAN FRANCISCO

IN response to a demand arising from the fact that commercial maps have not fully met radio's needs, BROADCASTING herewith presents a new form of map especially adapted to the requirements of the radio advertiser, advertising agent and station management. It combines two special features: (1) Grids or sections of equal area and uniform scale, making every section of the United States directly comparable, and (2) Urban and rural radio family breakdowns and retail sales by counties, superimposed upon the grid maps. This method of map-making was devised after frequent consultations with timebuyers, broadcasters and network research departments. We believe that these maps and data will prove to be a contribution to uniformity and convenience in evaluating and mapping radio coverage.

THE RADIO MARKET ATLAS

ARRANGEMENT OF GRIDS: Maps 1 to 26 (see index on next page) comprise a progressive series of equal area basic grids or sections, each slightly overlapping its neighbors. Neighboring grids can thus be readily assembled to form larger maps for any given area. Maps 27 to 35 are additional grids, drawn to the same standard scale and size as the basic grids. These have been added in order that certain important metropolitan broadcasting centers may be found at or near the center of a grid. Each grid map covers a span 400 x 475 miles.

PURPOSES OF THE GRID SYSTEM: Conventional maps are frequently inconvenient or impractical in broadcasting work. The maps published herewith combine the comprehensiveness of a large wall map and the convenience of standard page size. They show the detail ordinarily needed in radio work —counties outlined and named; all cities with radio stations named and number of stations indicated; all cities over 25,000 population named; all cities over 10,000 located. The county radio homes data may be used conveniently with those for total families, total radio families and percentage-of-ownership, tabulated by States and counties on pages 42-58 of the 1939 BROADCASTING Yearbook. Since the county figures are estimates, there is necessarily a certain unmeasurable degree of error in the figures for individual counties. For any group of counties, however, such as those included in the service area of a typical broadcasting station, it is believed that the sum of the estimates (urban or rural, or both) for individual counties is sufficiently accurate for practical purposes.

MAP INDEX: The index maps on the following page show the areas covered by the grids. The larger map shows the basic grids, the smaller the supplementary grids. Identifying numbers appear at or near the center of the area covered by each grid map and shown as a dotted rectangle on the index map. The identifying numbers appear in the upper right corner of the grid maps themselves which are published in subsequent pages in the order indicated by the numbers. An index by States also appears on the next page to facilitate map selection. Some of the States appear in their entirety on one or more maps, as indicated by the boldface figures in the first column of the index. Parts of the same State appear in several additional maps, as indicated in the other columns of the index. Thus it is possible to select the right map or maps to measure between points in different States. For example, to determine the distance between Muncie, in central Indiana, and Bristol, in northeastern Tennessee, consultation of the index shows that both areas appear on Grid 10.

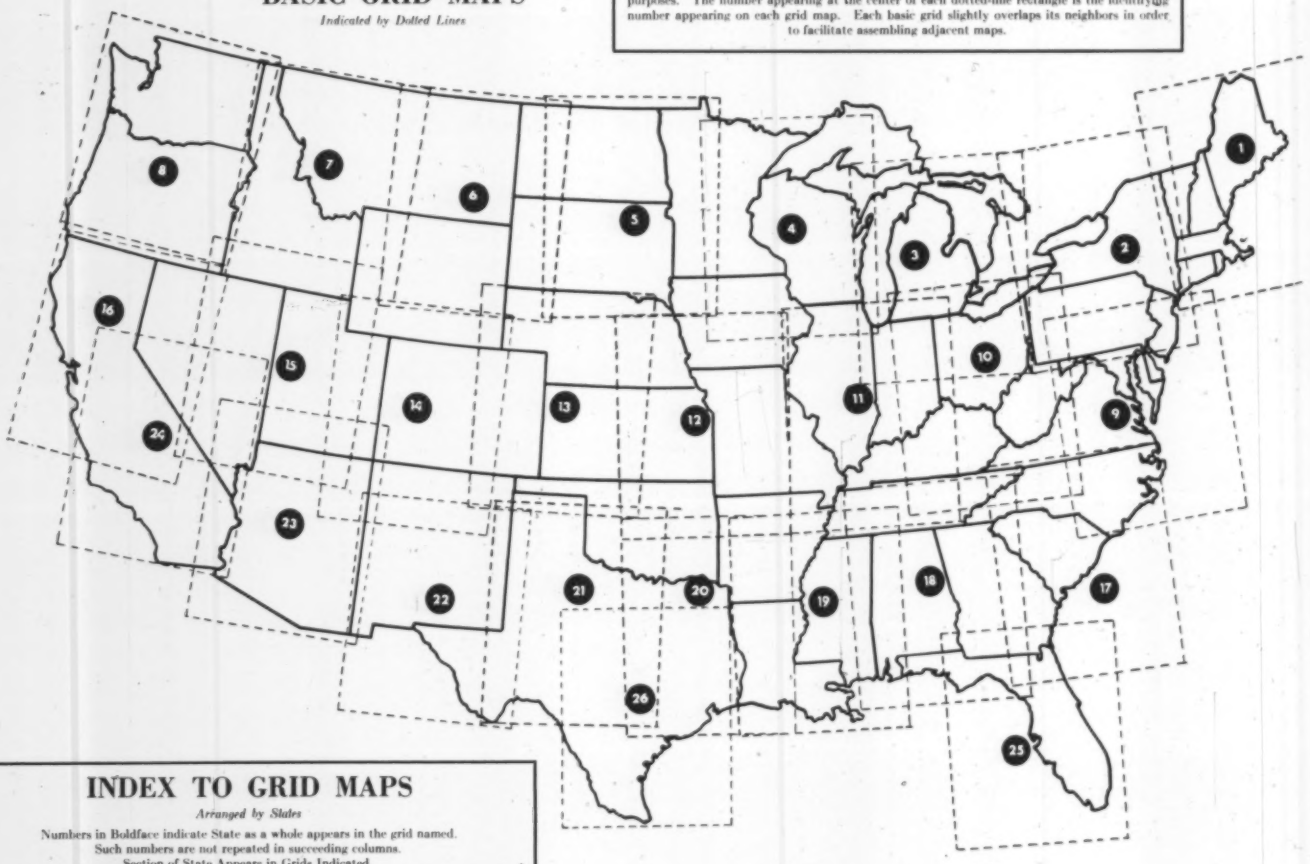
BASE MAP AND DATA: The base map used for the original map is an Albers Equal Area Projection prepared in 1937 by the Geographer of the Census. In order to permit fine work, the map was enlarged and drawn in sections which, if assembled, would form a map of the United States nearly 20 feet wide. The data on urban and rural radio families for each county, published herein for the first time, are breakdowns of the county totals compiled by the Joint Committee on Radio Research. Retail sales in thousands of dollars for 1935, also shown for each county, are from the last Census of Business; 1938 retail sales would vary in total only slightly from the 1935 figures.

COPYRIGHT FREE: These maps were prepared for BROADCASTING by Walter P. Burn & Associates Inc., New York, in collaboration with Edgar Felix, publisher of Radio Coverage Reports. While the Radio Market Atlas is copyrighted, BROADCASTING will extend permission to advertisers, advertising agencies and broadcasters to use the maps without charge for any specific and acceptable purpose. Additional copies of any single map, or special combinations of maps made to order, may be secured at nominal cost from Walter P. Burn & Associates.

BASIC GRID MAPS

Indicated by Dotted Lines

Subdividing the United States into a series of areas of uniform and convenient size for radio purposes. The number appearing at the center of each dotted-line rectangle is the identifying number appearing on each grid map. Each basic grid slightly overlaps its neighbors in order to facilitate assembling adjacent maps.



INDEX TO GRID MAPS

Arranged by States

Numbers in Boldface indicate State as a whole appears in the grid named. Such numbers are not repeated in succeeding columns. Section of State Appears in Grids Indicated.

State	Central	Northeast	Northwest	Southeast	Southwest
Alabama	**18**, 33	33	19, 33, 35	25	19, 35
Arizona	**23**	14	15		24
Arkansas	19, 20	11, 34	12, 35	19	20, 35
California	16, 24	16	16	15, 24	23, 24
Colorado	13, 14	13	14	13	14
Connecticut	**1**, 27		2		2
Delaware	**9**, 27, 32			32	32
Dist. of Columbia	**9**, 27, 32				
Florida	25	17, 25	18	25	25
Georgia	18, 33	18, 33	18, 33	17, 25	18, 25
Idaho	7		8	15	8, 15
Illinois	**11**, 30, **34**	3, 4, 30	4, 30, 31	33	
Indiana	3, 10, **11**, 29, 30	3, 10, 29, 30	3, 30, 34	10, 33	33, 34
Iowa	4, 12, **31**	4, 30	5	11, 30	34
Kansas	12, 13	12, 31	13	12	13
Kentucky	10, 11, 33	10, 28, 33	11, 34	10, 33	11, 34
Louisiana	**19**, 20		20, 26		20, 26
Maine	**1**				27
Maryland	**9**, 27, **32**	27	28	27	27
Massachusetts	**1**, 27	27	2, 27		2, 27
Michigan	3, 28, 29, 30	3, 29	4	3, 10, 29	3, 10, 11, 28, 29, 30
Minnesota	4, 31	4	5	4, 31	5, 31
Mississippi	**19**	18		18	
Missouri	12, 34	31, 34	12, 31	11, 34	12
Montana	6, 7	6	7	6	7
Nebraska	13	5, 31	6, 13	12, 31	13
Nevada	15	15	16	15, 24	16, 23, 24
New Hampshire	**1**, 27			27	27
New Jersey	2, 9, **27**	2, 9	2	9	9
New Mexico	22	13, 21	14	21, 22	22
New York	**2**, 27	1	28	1, 9, 27	10, 28
North Carolina	9, **17**, 32	9, 32	10, 33	9, 32	18, 33
North Dakota	5	5	6	5, 31	6
Ohio	3, **10**, **28**, 29	2, 3, 29	3, 6, 11, 29, 30	2	6, 11, 30, 32, 33
Oklahoma	12, 20, 21, **35**	12	13	20	21
Oregon	**8**	7			
Pennsylvania	**2**, 9, 27, 28	27	10, **28**, 29	9, 27	9, 10, 28, 29
Rhode Island	**1**, 27				
South Carolina	**17**, 32	9, 32	18, 33		
South Dakota	5	5, 31	6	5, 31	6
Tennessee	11, 18, 33	10, **17**, **18**, 33	11, 34	18, 33	19
Texas	21, 26, 35	20, 35	21, 22	26	26
Utah	15	14	15	14, 23	15, 23
Vermont	**1**		2		2
Virginia	9, 32	9, 27, 32	10, 28	9, 31, 32	10, 33
Washington	**8**	7		7	
West Virginia	10, **28**, 32	9, 32	2, 10, 29	10, 32	10, 32, 33
Wisconsin	**4**, 30	3	31	3, 30	30, 31
Wyoming	6	6	7	13, 14	14, 15

SUPPLEMENTARY GRID MAPS

Indicated by Dotted Lines

These additional special grid maps have been prepared in order that certain important broadcasting centers may appear at or near the center of a grid map.

Minute, Please!

WHEN you talk in terms of sales increases (box tops if you insist) for West Virginia, Eastern Ohio, Western Pennsylvania and Maryland, you must reckon with the thousands of JUST PLAIN FOLKS who can be effectively reached only through WWVA, Wheeling and WMMN, Fairmont, West Virginia.

BOTH 5,000 Watts—BOTH COLUMBIA—BOTH Friendly —BOTH with a grand record of success—BOTH members of NAB—BOTH doing a bang-up job in two distinct markets—BOTH represented by JOHN BLAIR & CO.

WWVA • WMMN

Wheeling, W. Va. *Fairmont, W. Va.*

Thank You!

UNITED STATES FAMILIES: A RADIO TIME BUYERS' GUIDE

Special Urban and Rural Breakdowns of Radio Census of Joint Committee on Radio Research

As Compiled by NBC

(See Maps for County Breakdowns; See 1939 BROADCASTING Yearbook for County Totals)

STATES	ALL FAMILIES					URBAN FAMILIES						RURAL FAMILIES					
	All Families*	Rank of State	All Radio Families**	Rank of State	All Radio Families Are This % of All Families	All Urban Families*	Rank of State	All Urban Families Are This % of All Families	Urban Radio Families**	Rank of State	Urban Radio Families Are This % of All Radio Families	Urban Radio Families Are This % of All Urban Families	All Rural Families*	Rank of State	All Rural Families Are This % of All Families	Rural Radio Families**	Rank of State	Rural Radio Families Are This % of All Radio Families	Rural Radio Families Are This % of All Rural Families
Alabama	670,000	18	375,200	22	56	207,000	25	31	154,600	27	41	75	463,000	10	69	220,600	19	59	48
Arizona	104,000	44	79,600	45	77	37,000	42	36	33,100	42	42	89	67,000	41	64	46,500	43	58	69
Arkansas	501,000	23	254,800	31	51	113,000	34	23	88,100	34	35	78	388,000	18	77	166,700	24	65	43
California	1,818,000	4	1,719,800	4	95	1,369,000	4	75	1,287,100	4	25	94	449,000	11	25	432,700	5	25	96
Colorado	288,000	34	233,500	32	81	152,000	31	53	138,200	31	59	91	136,000	32	47	95,300	36	41	70
Connecticut	437,000	28	402,100	20	92	306,000	14	70	281,400	14	70	92	131,000	35	30	120,700	32	30	92
Delaware	67,000	47	57,600	47	86	34,000	43	51	30,800	44	53	90	33,000	46	49	26,800	46	47	81
District of Col	168,000	37	152,900	37	91	168,000	28	100	152,900	28	100	91	.....	..	..	.....	..	..	..
Florida	443,000	27	297,900	27	67	238,000	21	54	189,500	21	64	80	205,000	27	46	108,400	33	36	53
Georgia	716,000	14	370,800	23	52	245,000	19	34	180,500	23	49	74	471,000	8	66	190,300	20	51	40
Idaho	124,000	42	98,700	43	80	38,000	41	31	34,200	41	35	90	86,000	39	69	64,500	39	65	75
Illinois	2,063,000	3	1,857,100	3	90	1,526,000	3	74	1,426,600	3	77	93	537,000	5	26	430,500	6	23	80
Indiana	934,000	11	816,800	11	87	522,000	11	56	480,300	11	59	92	412,000	13	44	336,500	8	41	82
Iowa	680,000	17	577,800	13	85	281,000	15	41	262,500	15	45	93	399,000	15	59	315,300	9	55	79
Kansas	501,000	23	367,800	24	73	204,000	27	41	189,300	22	51	93	297,000	23	59	178,500	22	49	60
Kentucky	708,000	15	494,900	15	70	242,000	20	34	208,600	19	42	86	466,000	9	66	286,300	11	58	61
Louisiana	510,000	22	297,400	28	58	215,000	24	42	168,100	25	57	78	295,000	24	58	129,300	30	43	44
Maine	221,000	35	201,100	35	91	88,000	37	40	79,700	35	40	91	133,000	33	60	121,400	31	60	91
Maryland	410,000	30	355,100	25	87	251,000	18	61	225,100	17	63	90	159,000	30	39	130,000	29	37	82
Massachusetts	1,104,000	8	1,019,200	9	92	992,000	6	90	912,100	6	89	92	112,000	37	10	107,100	34	11	96
Michigan	1,220,000	7	1,122,200	6	92	827,000	8	68	771,100	8	69	93	393,000	17	32	351,100	7	31	89
Minnesota	652,000	19	556,900	14	85	331,000	13	51	309,300	13	56	93	321,000	21	49	247,600	14	44	77
Mississippi	494,000	25	207,000	34	42	91,000	36	18	64,600	38	31	71	403,000	14	82	142,400	26	69	35
Missouri	1,072,000	10	822,800	10	77	562,000	10	52	525,600	10	64	94	510,000	7	48	297,200	10	36	58
Montana	142,000	40	114,600	41	81	49,000	40	35	44,400	40	39	91	93,000	38	66	70,200	38	61	75
Nebraska	352,000	32	284,100	30	81	129,000	33	37	120,100	32	42	93	223,000	26	63	164,000	25	58	74
Nevada	30,000	49	28,500	49	95	12,000	49	40	11,000	49	39	91	18,000	47	60	17,500	47	61	97
New Hampshire	136,000	41	124,400	39	92	77,000	38	57	69,700	36	56	91	59,000	43	43	54,700	41	44	93
New Jersey	1,098,000	9	1,022,500	8	93	904,000	7	82	845,400	7	83	94	194,000	29	18	177,100	23	17	91
New Mexico	102,000	45	62,300	46	61	27,000	47	26	23,700	47	38	88	75,000	40	74	38,600	44	62	51
New York	3,372,000	1	3,132,300	1	93	2,806,000	1	83	2,623,300	1	84	93	566,000	3	17	509,000	3	16	90
North Carolina	736,000	12	408,600	19	55	206,000	26	28	161,900	26	40	79	530,000	6	72	246,700	15	60	47
North Dakota	156,000	39	119,600	40	77	28,000	46	18	26,200	46	22	94	128,000	36	82	93,400	37	78	73
Ohio	1,777,000	5	1,641,500	5	92	1,215,000	5	68	1,130,200	5	69	93	562,000	4	32	511,300	2	31	91
Oklahoma	619,000	20	454,300	17	73	233,000	22	38	202,500	20	45	87	386,000	19	62	251,800	12	55	65
Oregon	299,000	33	285,400	29	95	157,000	29	53	147,000	29	52	94	142,000	31	48	138,400	27	48	97
Pennsylvania	2,452,000	2	2,206,400	2	90	1,687,000	2	69	1,553,900	2	70	92	765,000	2	31	652,500	1	30	85
Rhode Island	169,000	36	155,500	36	92	155,000	30	92	142,500	30	92	92	14,000	48	8	13,000	48	8	93
South Carolina	407,000	31	207,300	33	51	99,000	35	24	69,500	37	34	70	308,000	22	76	137,800	28	66	45
South Dakota	167,000	38	132,900	38	80	34,000	43	20	31,700	43	24	93	133,000	33	80	101,200	35	76	76
Tennessee	689,000	16	459,900	16	67	259,000	17	38	211,200	18	46	82	430,000	12	62	248,700	13	54	58
Texas	1,516,000	6	1,033,500	7	68	661,000	9	44	556,200	9	54	84	855,000	1	56	477,300	4	46	56
Utah	123,000	43	111,000	42	90	68,000	39	55	61,800	39	56	91	55,000	44	45	49,200	42	44	89
Vermont	99,000	46	88,600	44	90	33,000	45	33	30,000	45	34	91	66,000	42	67	58,600	40	66	89
Virginia	613,000	21	400,200	21	65	217,000	23	35	178,800	24	45	82	396,000	16	65	221,400	18	55	56
Washington	468,000	26	443,300	18	95	271,000	16	58	254,400	16	57	94	197,000	28	42	188,900	21	43	96
West Virginia	417,000	29	348,300	26	84	130,000	32	31	111,800	33	32	86	287,000	25	69	236,500	16	68	82
Wisconsin	735,000	13	612,700	12	83	404,000	12	55	377,000	12	62	93	331,000	20	45	235,700	17	38	71
Wyoming	62,000	48	49,800	48	80	20,000	48	32	18,100	48	36	90	42,000	45	68	31,700	45	64	75
TOTAL U. S.	32,641,000	..	26,666,500	..	82	18,920,000	..	58	17,195,600	..	64	91	13,721,000	..	42	9,470,900	..	36	69

Reproduced Courtesy of National Broadcasting Co.

* Estimated as of July 1, 1937 by Joint Committee on Radio Research.

** Estimated as of January 1, 1938 by Joint Committee on Radio Research.

FOR HARTFORD COUNTY

WNBC

HARTFORD AND NEW BRITAIN, CONN.

1,000 WATTS DAY, 250 NIGHTS, 1380 KC.

- WNBC is DIFFERENT!
- WNBC rates are LOW!
- WNBC gets RESULTS!

LET YOUR NEXT HARTFORD CONTRACT GO WNBC
YOU'LL BE GLAD YOU DID!

- NATIONAL BROADCASTING BLUE NETWORK OUTLET FOR CENTRAL CONNECTICUT

FOR NEW HAVEN COUNTY

WELI

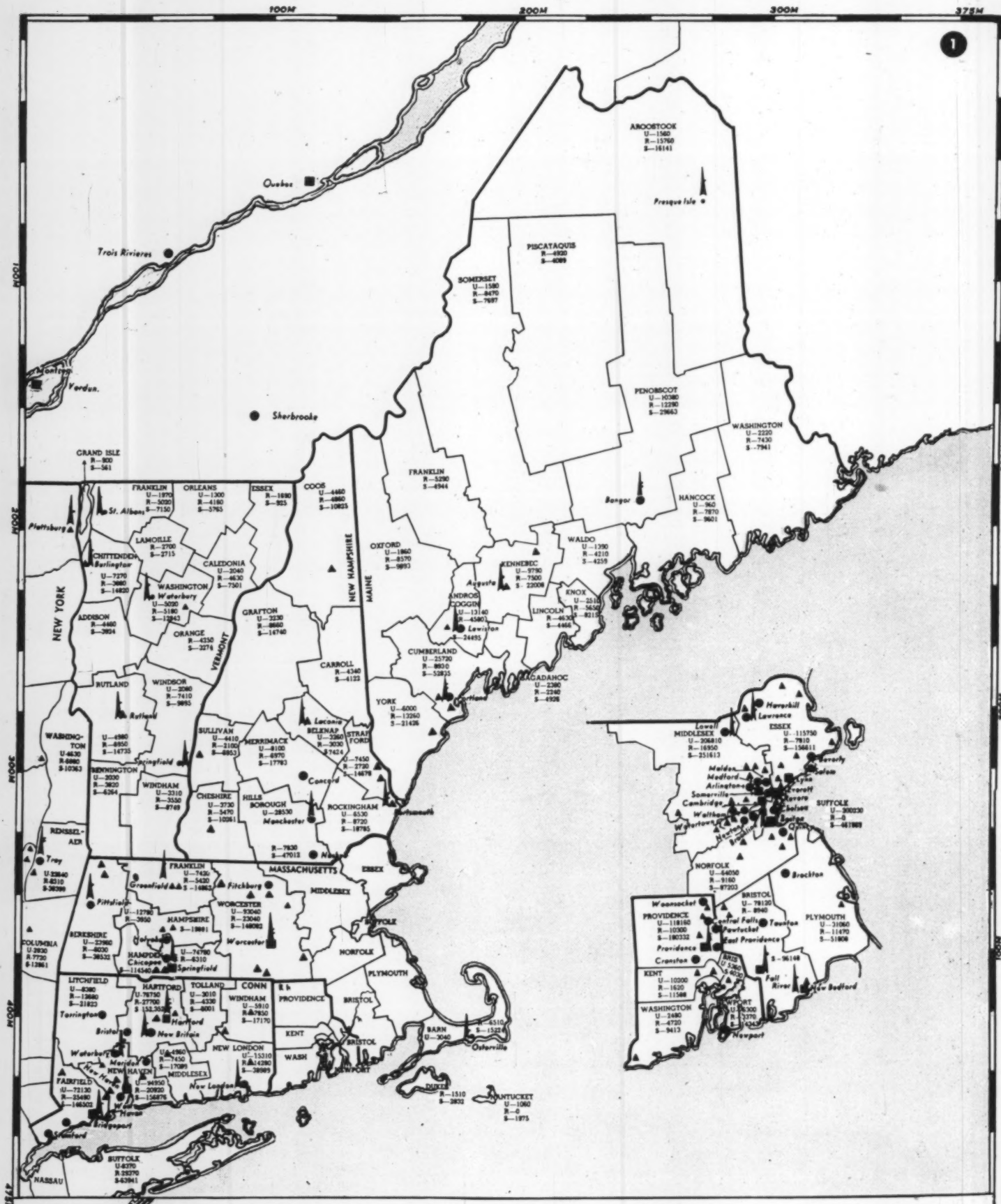
NEW HAVEN, CONNECTICUT.

NEW HAVEN'S OWN STATION

- FULL TIME AHEAD

ABOUT AUGUST FIRST WELI WILL BROADCAST ON 930 KC
500 WATTS DAYS, 250 WATTS NIGHTS

- GET ABOARD A STATION THAT IS GOING PLACES— AND CARRYING ALL NEW HAVEN WITH IT.



BROADCASTING
National Press Bldg. Washington, D. C.
Broadcast Advertising

■ CITIES OVER 100,000 POP.
● 25,000 - 100,000 POP.
▲ 10,000 - 25,000 POP.
• LESS THAN 10,000 POP. with RADIO STATION

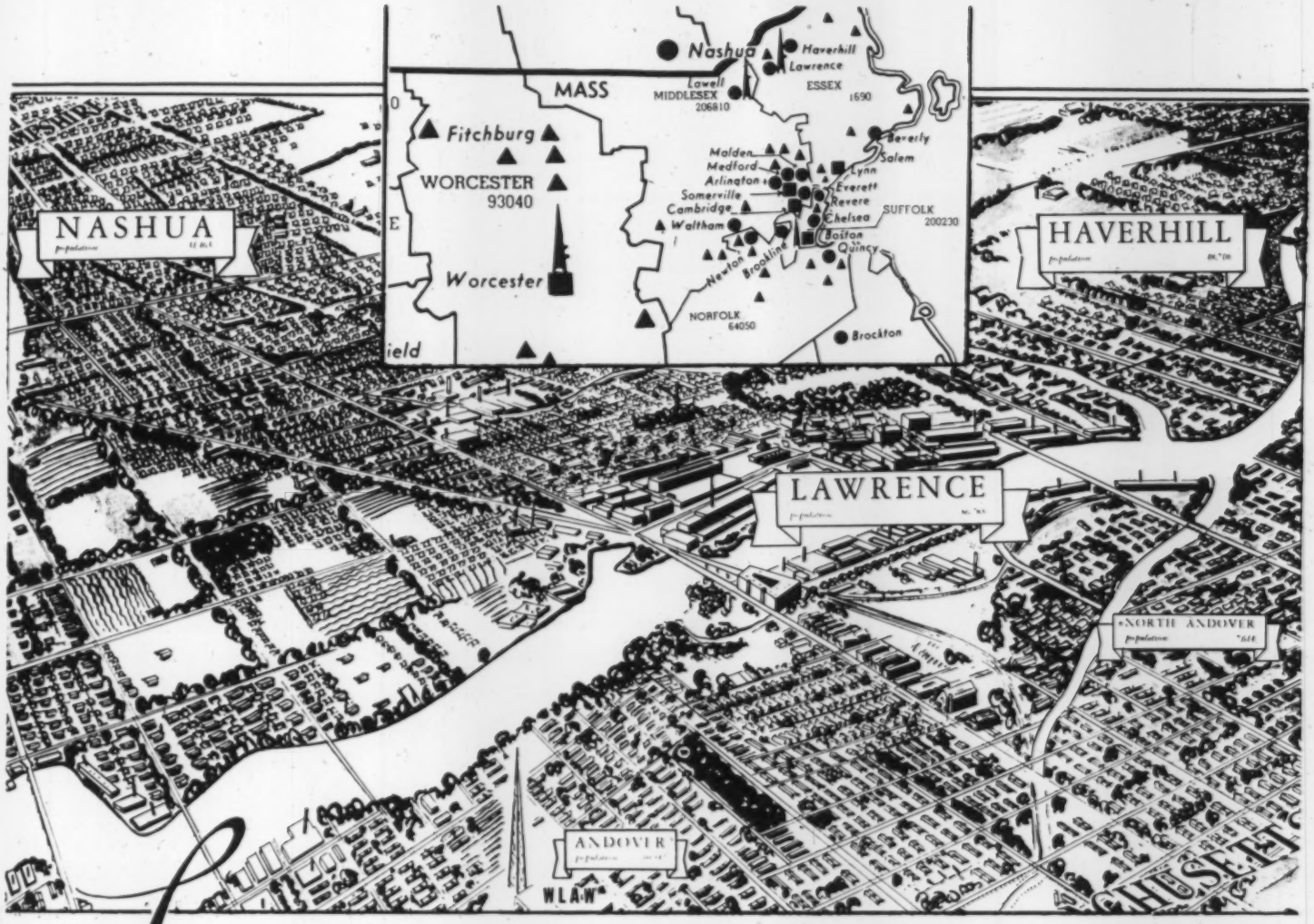
U URBAN RADIO HOMES
R RURAL RADIO HOMES*
$ RETAIL SALES in THOUSANDS

RADIO STATION.
FLAGS INDICATE
NUMBER AUTHORIZED

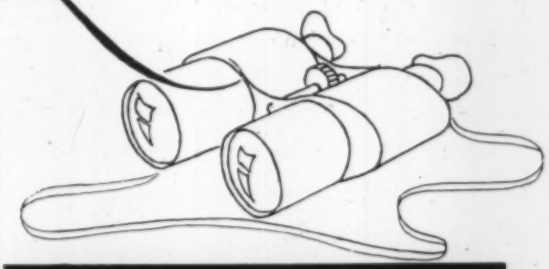
*Counties with R only are entirely rural. Rural homes are those on farms or in communities of less than 2,500 population.

Prepared in Collaboration with
WALTER P. BURN & ASSOCIATES, Inc.
and
EDGAR FELIX

Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commission, May 1, 1939.



Let's Look a little Closer at Lawrence



Lawrence, with Lowell and Haverhill, forms one continuous city of 325,000 people, for which Lawrence is one principal shopping center. As such, the area and its suburbs take rank as the twenty-fifth city of the United States.

Lawrence alone ranks as the leading city of the United States in the production of woolens and worsteds and the combined manufactures of the three cities provide payrolls of $44,000,000 a year. Retail sales exceed $86,000,000. All of this is within the 10 MV/M signal of WLAW, which provides the only primary service available at uniform high level throughout the combined cities.

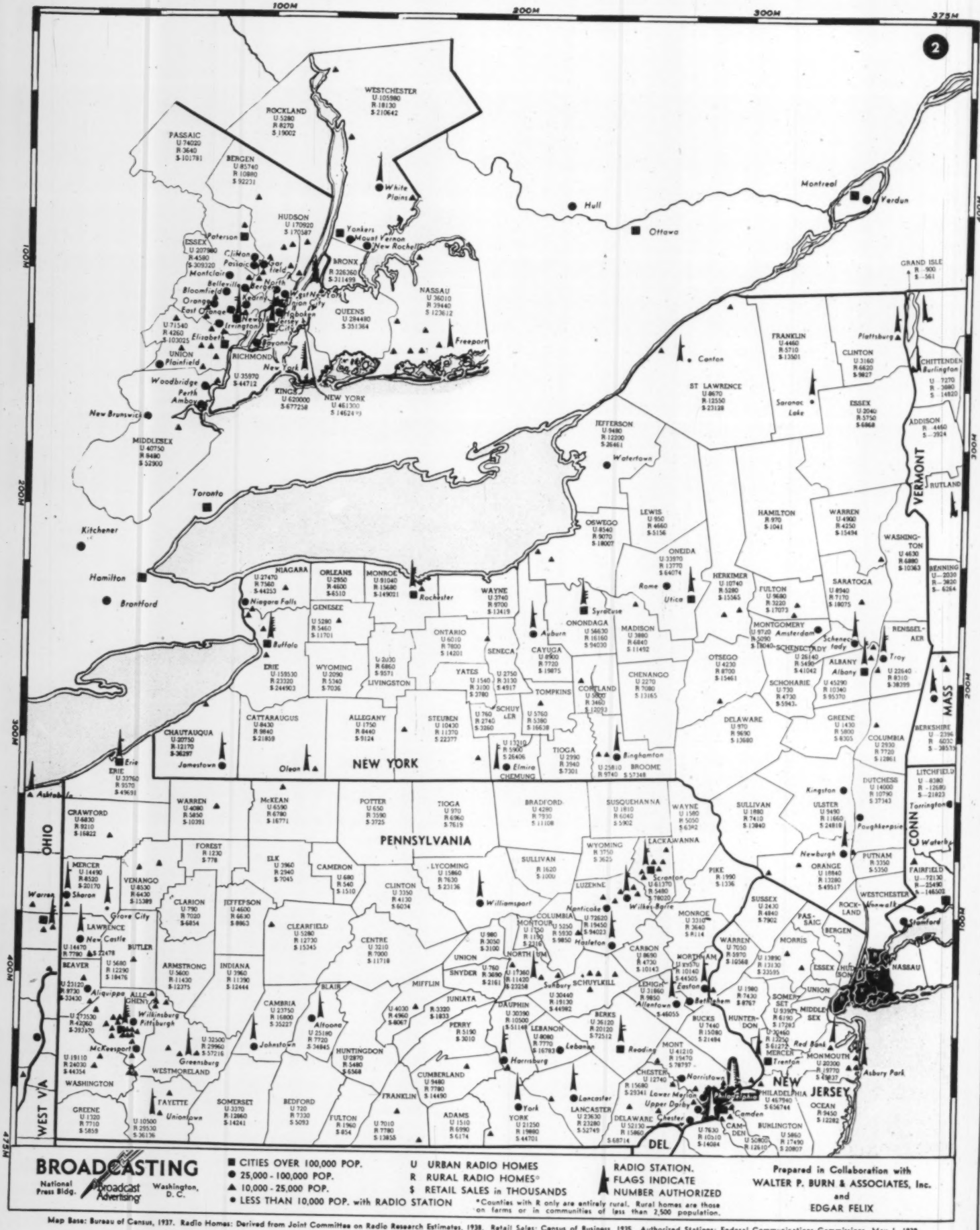
WLAW delivers a large part of the Lawrence-Lowell-Haverhill audience at all times of the day. Newscasting has the aid of the full facilities of the *Lawrence Daily Eagle* and *Evening Tribune*, with the greatest circulation in Essex County. The combined station and newspaper resources provide a merchandising service that is not excelled.

RADIO STATION

WLAW

Studios & Offices: OSWALD Bldg.
Lawrence, Massachusetts

1000 WATTS 680 KC.


2
NEW YORK
PENNSYLVANIA
NEW JERSEY
VERMONT
CONN
MASS
OHIO
WEST VA
DEL
WESTCHESTER U 105980 R 18130 $ 210642
ROCKLAND U 5280 R 8270 $ 19002
PASSAIC U 74020 R 3640 $ 101781
BERGEN U 85740 R 10880 $ 92231
HUDSON U 170920 $ 170587
ESSEX U 207980 R 4580 $ 309320
BRONX R 326360 $ 311499
NASSAU U 36010 R 39440 $ 123612
QUEENS U 294480 $ 351384
KINGS U 620000 $ 677258
NEW YORK U 461300 $ 1462[illegible]
RICHMOND U 35970 $ 44712
UNION U 71540 R 4260 $ 103025
MIDDLESEX U 40750 R 8480 $ 52900
NIAGARA U 27470 R 7560 $ 44253
ORLEANS U 2950 R 4600 $ 6510
MONROE U 81040 R 15680 $ 149021
WAYNE U 3740 R 9700 $ 13419
GENESEE U 5280 R 5460 $ 11701
ONTARIO U 6010 R 7900 $ 14201
SENECA
WYOMING U 2090 R 5340 $ 7036
LIVINGSTON U 2030 R 6860 $ 9571
ERIE U 159530 R 23320 $ 244903
YATES U 1540 R 3100 $ 3780
CAYUGA U 6900 R 7720 $ 19875
ONONDAGA U 56630 R 16160 $ 94030
MADISON U 3880 R 6840 $ 11492
CHENANGO U 2270 R 7080 $ 13165
TOMPKINS
CORTLAND U 5800 R 3460 $ 12093
SCHUYLER U 2750 R 3130 $ 4917
U 5760 R 2740 $ 3260
U 5760 R 5380 $ 16638
U 17310 R 5900 $ 26406
TIOGA U 2990 R 3940 $ 7301
BROOME U 25810 R 9740 $ 57348
STEUBEN U 10430 R 11370 $ 22377
ALLEGANY U 1750 R 8440 $ 9124
CATTARAUGUS U 8430 R 8840 $ 21858
CHAUTAUQUA U 20750 R 12170 $ 36297
OSWEGO U 8540 R 9070 $ 18007
LEWIS U 950 R 4660 $ 5156
ONEIDA U 33970 R 13770 $ 64074
HERKIMER U 10740 R 5280 $ 15565
HAMILTON R 970 $ 1041
FULTON U 9680 R 3220 $ 17073
MONTGOMERY U 9700 R 5090 $ 18040
SCHENECTADY U 26140 R 5490 $ 41042
SARATOGA U 8940 R 7170 $ 18075
WARREN U 4900 R 4250 $ 15494
WASHINGTON U 6630 R 6880 $ 10363
SCHOHARIE U 730 R 4730 $ 5943
OTSEGO U 4230 R 8700 $ 15461
DELAWARE U 970 R 9690 $ 13680
ALBANY U 45290 R 10340 $ 95370
RENSSELAER U 22640 R 8310 $ 38299
GREENE U 1430 R 5800 $ 8305
COLUMBIA U 2930 R 7720 $ 12861
BENNING U 2020 R 3820 $ 6264
BERKSHIRE U 2396 R 6032 $ 38578
LITCHFIELD U 8280 R 12680 $ 21823
DUTCHESS U 14000 R 10790 $ 37343
ULSTER U 5490 R 11660 $ 24818
SULLIVAN U 1880 R 7410 $ 13940
WAYNE U 1580 R 5050 $ 16392
PIKE R 1990 $ 1336
SUSSEX U 2430 R 4840 $ 7902
WARREN U 5970 $ 10568
MORRIS
ESSEX
HUDSON
BERGEN
PASSAIC
ROCKLAND
WESTCHESTER
PUTNAM R 5350 $ 5350
ORANGE U 18840 R 13280 $ 49517
FAIRFIELD U 72130 R 25490 $ 146503
NASSAU
SOMERSET U 13890 R 13130 $ 33595
MIDDLESEX U 39390 R 6190 $ 17283
MONMOUTH U 20300 R 19770 $ 43837
OCEAN R 9450 $ 12282
BURLINGTON U 5860 R 17490 $ 20807
CAMDEN U 7830 R 10510 $ 16084
GLOUCESTER U 5080 R 12610
ATLANTIC U 7630 R 10510 $ 16084
CAPE MAY U 1980 R 7420 $ 8767
CUMBERLAND U 9480 R 7780 $ 14490
SALEM U 5080 R 12610
BUCKS U 7440 R 15080 $ 21484
MONTGOMERY U 41210 R 19470 $ 78797
CHESTER U 12740 R 15680 $ 29341
DELAWARE U 52130 R 15860 $ 68714
PHILADELPHIA U 467940 $ 656744
LANCASTER U 23630 R 23280 $ 52749
YORK U 21250 R 19980 $ 44701
ADAMS U 1510 R 6990 $ 6174
FRANKLIN U 7010 R 7780 $ 13858
FULTON R 1960 $ 854
BEDFORD U 7230 R 7330 $ 5093
SOMERSET U 3370 R 12860 $ 14241
FAYETTE U 10500 R 29530 $ 36136
GREENE U 1320 R 7710 $ 5859
WASHINGTON U 19110 R 24030 $ 44354
WESTMORELAND U 32500 R 29960 $ 57216
ALLEGHENY U 273530 R 420260 $ 393470
BEAVER U 23120 R 9730 $ 33430
BUTLER U 14470 R 7780 $ 22478
ARMSTRONG U 5600 R 11430 $ 12375
INDIANA U 3960 R 11390 $ 12444
CAMBRIA U 23750 R 16800 $ 35227
BLAIR U 25180 R 7720 $ 34845
CENTRE U 3210 R 7000 $ 11719
CLEARFIELD U 5280 R 12730 $ 15345
JEFFERSON U 4600 R 6630 $ 8863
CLARION U 790 R 7020 $ 6854
LAWRENCE
MERCER U 14490 R 8520 $ 20170
VENANGO U 8530 R 6430 $ 15389
FOREST U 1230 $ 778
CRAWFORD U 6830 R 9210 $ 16822
WARREN U 4080 R 5850 $ 10391
McKEAN U 6590 R 6780 $ 16771
POTTER U 650 R 3590 $ 3725
TIOGA U 970 R 6960 $ 7819
BRADFORD U 4280 R 7930 $ 11108
SUSQUEHANNA U 1810 R 6040 $ 5902
LACKAWANNA
WYOMING U 1750 $ 3625
LUZERNE
LYCOMING U 15860 R 7630 $ 23136
SULLIVAN R 1620 $ 1000
CAMERON U 680 R 540 $ 1510
CLINTON U 3350 R 4130 $ 6034
ELK U 2960 R 2940 $ 7045
UNION U 980 R 3050 $ 3100
SNYDER U 760 R 3690 $ 2161
MIFFLIN
JUNIATA R 3320 $ 1833
PERRY R 5190 $ 3010
DAUPHIN U 30190 R 10500 $ 51148
LEBANON U 8080 R 7770 $ 16783
BERKS U 36120 R 20120 $ 72512
LEHIGH U 31860 R 9850 $ 46055
NORTHAMPTON U 41570 R 10140 $ 44505
CARBON U 8690 R 4730 $ 10143
COLUMBIA U 72820 R 19450 $ 94023
MONTOUR U 5250 R 5830 $ 9850
NORTHUMBERLAND U 17360 R 11420 $ 23258
SCHUYLKILL U 30440 R 19130 $ 44982
SUNBURY
WILLIAMSPORT
NANTICOKE
WILKES-BARRE
SCRANTON U 61370 R 5480 $ 78020
HAZLETON
EASTON
ALLENTOWN
BETHLEHEM
TRENTON
NORRISTOWN
READING
HARRISBURG
LANCASTER
YORK
JOHNSTOWN
ALTOONA
HUNTINGDON U 2870 R 5480 $ 6568
McKEESPORT
PITTSBURGH
WILKINSBURG
GREENSBURG
UNIONTOWN
NEW CASTLE
GROVE CITY
SHARON
WARREN
OLEAN
JAMESTOWN
ERIE
BUFFALO
NIAGARA FALLS
ROCHESTER
SYRACUSE
AUBURN
ROME
UTICA
WATERTOWN
CANTON
MALONE
PLATTSBURGH
BURLINGTON
RUTLAND
BENNINGTON
TROY
SCHENECTADY
AMSTERDAM
SARATOGA LAKE
GLENS FALLS
KINGSTON
POUGHKEEPSIE
NEWBURGH
TORRINGTON
WATERBURY
STAMFORD
NEW ROCHELLE
MOUNT VERNON
YONKERS
WHITE PLAINS
PATERSON
PASSAIC
CLIFTON
HOBOKEN
JERSEY CITY
NEWARK
ELIZABETH
PLAINFIELD
BAYONNE
FREEPORT
NEW BRUNSWICK
PERTH AMBOY
WOODBRIDGE
TRENTON
ASBURY PARK
LONG BRANCH
RED BANK
CAMDEN
ATLANTIC CITY
VINELAND
MILLVILLE
CAPE MAY
SALEM
WILMINGTON
CHESTER
MEDIA
LOWER MERION
UPPER DARBY
HAVERFORD
NORRISTOWN
PHILADELPHIA
HARRISBURG
LEBANON
READING
ALLENTOWN
EASTON
BETHLEHEM
WILKES-BARRE
SCRANTON
HAZLETON
WILLIAMSPORT
SUNBURY
POTTSVILLE
LANCASTER
YORK
GETTYSBURG
CHAMBERSBURG
HAGERSTOWN
ALTOONA
JOHNSTOWN
BEDFORD
CUMBERLAND
FREDERICK
BALTIMORE
WASHINGTON
ANNAPOLIS
DOVER
MILFORD
SALISBURY
OCEAN CITY
CAMBRIDGE
EASTON
CHESTERTOWN
ELKTON
NEWARK
WILMINGTON
Montreal
Verdun
Hull
Ottawa
Toronto
Kitchener
Hamilton
Brantford
Niagara Falls
Rochester
Syracuse
Auburn
Rome
Utica
Watertown
Canton
Malone
Plattsburgh
Burlington
Saranac Lake
St. Lawrence
Essex
Addison
Grand Isle
Franklin
Clinton
Chittenden
Lewis
Oswego
Jefferson
Hamilton
Warren
Washington
Benning
Berkshire
Litchfield
Fairfield
Westchester
Putnam
Orange
Rockland
Dutchess
Ulster
Sullivan
Wayne
Pike
Sussex
Monroe
Wyoming
Lackawanna
Luzerne
Susquehanna
Bradford
Tioga
Potter
Warren
McKean
Elk
Cameron
Clinton
Lycoming
Sullivan
Forest
Crawford
Mercer
Venango
Clarion
Jefferson
Armstrong
Indiana
Cambria
Blair
Centre
Clearfield
Lawrence
Butler
Beaver
Allegheny
Washington
Greene
Fayette
Somerset
Bedford
Fulton
Franklin
Adams
Cumberland
Perry
Juniata
Mifflin
Union
Snyder
Northumberland
Montour
Columbia
Carbon
Northampton
Lehigh
Berks
Dauphin
Lebanon
Schuylkill
Monroe
Pike
Wayne
Susquehanna
Wyoming
Lackawanna
Luzerne
Lycoming
Sullivan
Tioga
Bradford
Potter
McKean
Warren
Crawford
Erie
Chautauqua
Cattaraugus
Allegany
Steuben
Chemung
Schuyler
Tompkins
Cortland
Chenango
Broome
Tioga
Delaware
Otsego
Herkimer
Oneida
Madison
Onondaga
Cayuga
Seneca
Ontario
Yates
Livingston
Wyoming
Genesee
Orleans
Niagara
Monroe
Wayne
Schoharie
Montgomery
Fulton
Saratoga
Albany
Rensselaer
Columbia
Greene
Ulster
Dutchess
Orange
Putnam
Rockland
Westchester
Nassau
Suffolk
Hudson
Bergen
Passaic
Essex
Union
Somerset
Middlesex
Monmouth
Ocean
Burlington
Camden
Gloucester
Atlantic
Cape May
Salem
Cumberland
Kings
Queens
Bronx
New York
Richmond
Union
Middlesex
Hudson
Essex
Passaic
Bergen
Rockland
Westchester
Putnam
Orange
Dutchess
Ulster
Sullivan
Wayne
Pike
Sussex
Warren
Morris
Somerset
Hunterdon
Mercer

THE WAY TO COVER ROCHESTER . . .
AND THE RICH WESTERN NEW YORK TRADING AREA . .

WHAM

CLEAR CHANNEL • 50,000 WATTS • FULL TIME

In the wealthy Western New York area, incomes and purchases per capita are well above the U. S. average, as revealed in Sales Management's survey. Only one radio station blankets this profitable territory . . . 50,000-watt WHAM.

An independent survey, just completed, shows that WHAM delivers more of these responsive high-buying-power listeners than are attainable through any other station.

ROCHESTER'S RICH TRADING AREA LISTENS TO WHAM by 4 to 1

A survey just completed by a Rochester advertising agency shows that, even omitting Rochester itself, WHAM's listeners in the trading area outnumber the listeners of any other radio station by 4 to 1.

Rochester's (Monroe County) effective buying income (Sales Management Survey) is $242,137,000; 11 adjoining counties, comprising only one-third of WHAM's primary coverage, have $248,404,000.

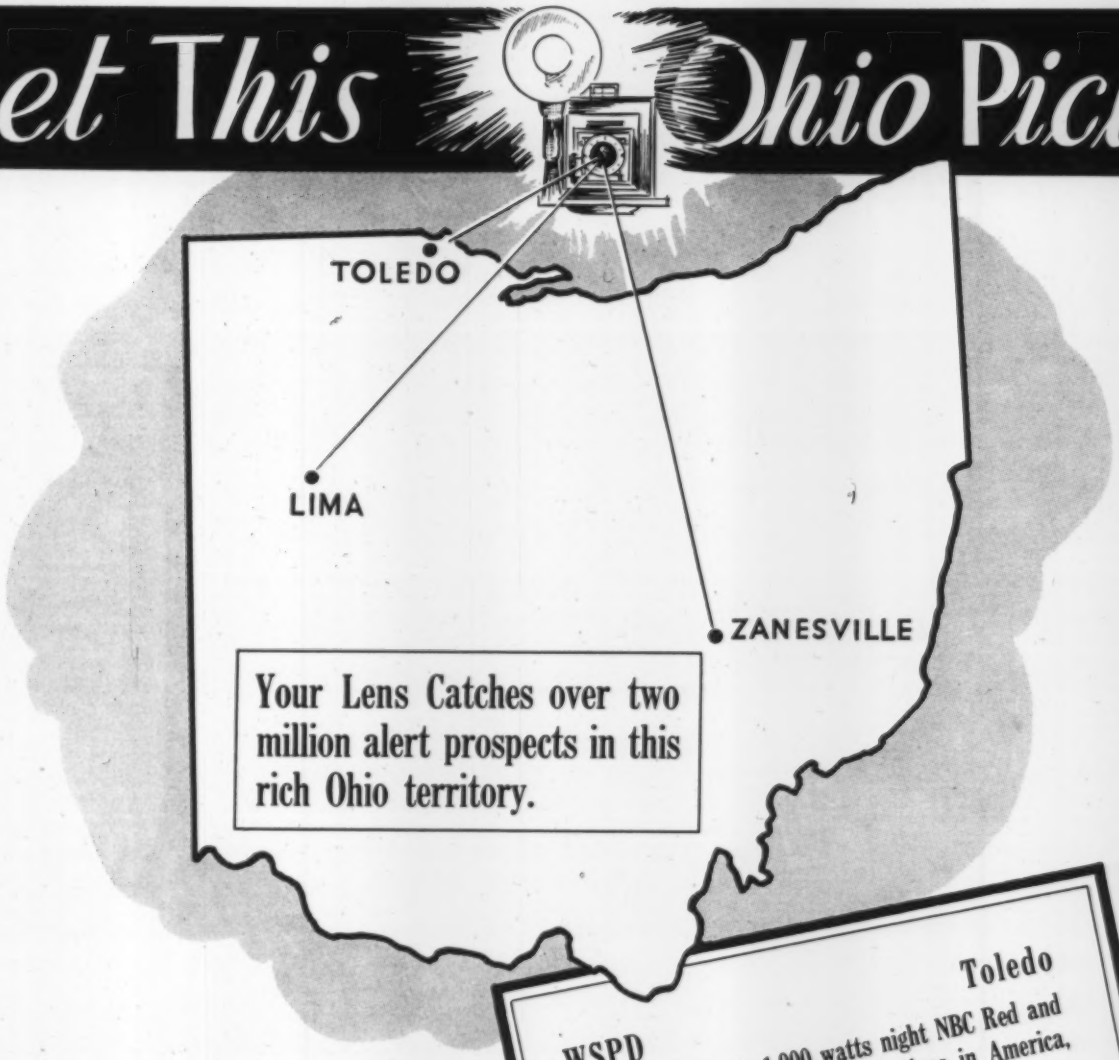
You cover the area with WHAM alone; you cannot cover it without WHAM.

WHAM

ROCHESTER, N. Y. • STROMBERG-CARLSON TELEPHONE MFG. CO. • *National Representative* . . . GEO. P. HOLLINGSBERRY CO.

100M
200M
300M
375M
3
WISCONSIN
ILLINOIS
INDIANA
OHIO
MICHIGAN
MARQUETTE U 6340 R 2740 $ 10003
ALGER U 730 R 950 $ 2140
SCHOOLCRAFT U 1080 R 680 $ 2631
LUCE R 1040 $ 1960
CHIPPEWA U 2870 R 2270 $ 6205
DICKINSON U 4450 R 1760 $ 5291
DELTA U 4340 R 2400 $ 7580
MACKINAC R 1880 $ 1853
MENOMINEE U 2380 R 2580 $ 3816
EMMET U 1370 R 2120 $ 5232
CHEBOYGAN U 1120 R 1440 $ 2636
PRESQUE ISLE U 630 R 1510 $ 1602
CHARLEVOIX U 620 R 2140 $ 2924
ANTRIM R 2350 $ 1351
OTSEGO R 1160 $ 1350
MONTMORENCY R 610 $ 525
ALPENA U 2700 R 1210 $ 4494
LEELANAU R 1740 $ 1025
DOOR U 1220 R 2140 $ 4172
KEWAUNEE
BENZIE R 1660 $ 1352
GRAND TRAVERSE U 2640 R 1730 $ 6979
KALKASKA R 920 $ 451
CRAWFORD R 730 $ 1108
OSCODA R 360 $ 259
ALCONA R 1050 $ 726
Green Bay
BROWN U 9960 R 4070 $ 26061
R 2880 $ 3151
MANISTEE U 2010 R 2130 $ 3947
WEXFORD U 2290 R 1630 $ 3882
MISSAUKEE R 1490 $ 802
ROSCOMMON R 540 $ 843
OGEMAW R 1480 $ 3182
IOSCO R 1760 $ 1681
U 7780 R 4240 $ 17358
Manitowoc
MANITOWOC
Sheboygan
SHEBOYGAN U 11370 R 4550 $ 21628
MASON U 2140 R 2240 $ 4151
LAKE R 1020 $ 503
OSCEOLA R 2980 $ 2253
CLARE R 1680 $ 1815
GLADWIN R 1570 $ 1144
ARENAC R 1690 $ 1563
OZAUKEE U 910 R 2520 $ 4770
OCEANA R 3340 $ 1965
NEWAYGO R 4060 $ 2716
MECOSTA U 1230 R 2570 $ 2789
ISABELLA U 1180 R 3440 $ 4911
MIDLAND U 1780 R 2360 $ 4945
BAY U 10870 R 4330 $ 17304
Bay City
TUSCOLA U 640 R 6690 $ 6616
SANILAC R 6360 $ 4988
HURON R 6620 $ 6492
Kitchener
MUSKEGON U 13410 R 6450 $ 23719
Muskegon
MONTCALM U 1250 R 5750 $ 5326
GRATIOT U 1540 R 5610 $ 6917
SAGINAW U 18960 R 8610 $ 33494
Saginaw
LAPEER U 1030 R 4890 $ 5047
Milwaukee
MILWAUKEE U 163280 R 7210 $ 382182
KENT U 43230 R 15790 $ 69148
Grand Rapids
OTTAWA U 6250 R 6520 $ 13045
IONIA U 2840 R 5510 $ 6668
CLINTON U 1100 R 4690 $ 4197
SHIAWASSEE U 4330 R 5270 $ 10,000
GENESEE U 37090 R 11930 $ 66706
Flint
Lapeer
ST. CLAIR U 9530 R 6760 $ 19230
Port Huron
London
Racine
Kenosha
$ 18187
Waukegan
OAKLAND U 30720 R 18590 $ 58191
Pontiac
MACOMB U 8270 R 5090 $ 18323
ALLEGAN U 1950 R 7560 $ 6815
BARRY U 1490 R 4030 $ 3509
EATON U 3200 R 5020 $ 6013
Lansing
East Lansing
INGHAM U 21210 R 7650 $ 44735
LIVINGSTON U 990 R 3720 $ 4050
Royal Oak
Hamtramck
Highland Park
Detroit
Kalamazoo
Battle Creek
JACKSON U 13730 R 8630 $ 23344
Jackson
Ann Arbor
Dearborn
WASHTENAW U 10280 R 6850 $ 27296
Wyandotte
WAYNE U 430120 R 8840 $ 625637
Windsor
VAN BUREN U 1260 R 7380 $ 7670
KALAMAZOO U 13300 R 8950 $ 30678
CALHOUN U 14830 R 7150 $ 25436
Chicago
Evanston
Cal Pk
Berwyn
Cicero
East Chicago
Gary
Hammond
Joliet
COOK
BERRIEN U 10080 R 10120 $ 21957
CASS U 1450 R 7850 $ 4071
ST JOSEPH U 3750 R 4480 $ 7468
BRANCH U 1940 R 4430 $ 5498
HILLSDALE U 1630 R 5610 $ 5668
LENAWEE U 3540 R 9180 $ 12740
MONROE U 4090 R 7980 $ 11446
Michigan City
South Bend
Mishawaka
ST JOSEPH $ 44796
Elkhart
ELKHART U 12970 R 5140 $ 17440
LA GRANGE R 3280 $ 2330
STEUBEN U 860 R 2760 $ 3302
LAKE U 56560 R 4550 $ 72380
PORTER U 2370 R 3420 $ 5512
LA PORTE U 10150 R 4020 $ 15865
NOBLE U 1580 R 4250 $ 4583
DE KALB U 2650 R 3810 $ 4704
STARKE R 2580 $ 2116
MARSHALL U 1510 R 4670 $ 4884
KOSCIUSKO U 1740 R 5400 $ 5504
WHITLEY U 1100 R 2910 $ 3383
ALLEN U 30040 R 6640 $ 45852 Fort Wayne
KANKAKEE U 5990 R 4730 $ 13634
NEWTON R 2420 $ 2094
JASPER U 920 R 2180 $ 2595
PULASKI R 2550 $ 1934
FULTON U 1080 R 2820 $ 3110
HUNTINGTON U 3730 R 3700 $ 6605
WILLIAMS U 2390 R 4140 $ 6588
FULTON U 860 R 5090 $ 5638
LUCAS U 73090 R 12850 $ 121560
Toledo
DEFIANCE U 2240 R 2480 $ 3329
HENRY U 1250 R 4280 $ 5361
WOOD U 2740 R 9920 $ 9640
SANDUSKY U 5390 R 4900 $ 5330
OTTAWA U 1230 R 4930 $ 5330
Cleveland
Lorain
Lakewood
East Cleveland
Cleveland Hts
CUYAHOGA U 286970 R 8060 $ 412109
LAKE U 4840 R 12538 $ 53480
GEAUGA U 4240 R 6360 $ 10204
ASHTABULA U 9330 R 7900 $ 17987
TRUMBULL U 17110 R 10850 $ 28504
PORTAGE U 4240 R 6360 $ 10204
Warren
Youngstown
MAHONING U 44840 R 27271 $ 72271
Akron
Ashtabula
PAULDING R 2770 $ 2435
PUTNAM R 5780 $ 4698
SENECA U 6900 R 4800 $ 11077
HURON U 4600 R 4520 $ 8746
ERIE U 6550 R 4300 $ 13077
Elyria
LORAIN U 18110 R 7568 $ 28190
MEDINA U 7138 R 2710 R 10800 $ 112955
WAYNE U 4940 R 6910 $ 12796
Massillon
STARK U 40030 R 13490
Canton
COLUMBIANA U 12750 R 8830 $ 24025
VAN WERT U 3020 R 3650 $ 5600
WYANDOT U 1820 R 3070 $ 4618
CRAWFORD U 6140 R 3110 $ 9155
Mansfield
RICHLAND
ASHLAND
HANCOCK U 6110 R 4650 $ 5414
HARDIN U 2030 R 5160 $ 5678
MARION U 8070 R 2570 $ 12668
Marion
MORROW R 3980 $ 2128
KNOX U 2620 R 5260 $ 6755
HOLMES R 3940 $ 2447
CARROLL U 330 R 3660 $ 2402
MERCER U 1200 R 4470 $ 4207
AUGLAIZE U 2910 R 4150 $ 5804
Lima
ALLEN U 11940 R 5520 $ 19451
LOGAN U 2590 R 5160 $ 6879
UNION U 1040 R 3950 $ 4220
DELAWARE U 2450 R 4250 $ 5750
COSHOCTON U 2900 R 4480 $ 6994
TUSCARAWAS U 9630 R 7410 $ 16214
HARRISON U 660 R 4050 $ 3182
JEFFERSON U 10556 R 9210 $ 26982
Steubenville
SHELBY U 2480 R 3590 $ 4629
CHAMPAIGN U 2090 R 4370 $ 5500
LICKING U 8350 R 7660 $ 15984
Newark
GUERNSEY
MUSKINGUM U 9690 R 7730 $ 18259
Zanesville
U 4720 R 5430 $ 7891
BELMONT U 9800 R 12080 $ 17861
DARKE U 2430 R 7260 $ 8741
MIAMI U 7560 R 5908 $ 12168
FRANKLIN
Columbus
CLARK U 17720 R 5170 $ 28291
Springfield
Dayton
Middletown
Hamilton
Cincinnati
Covington
Newport
Ashland
Portsmouth
Huntington
Ironton
Ashland
Kenova
Charleston
Parkersburg
Wheeling
Steubenville
Weirton
Pittsburgh
Erie
Buffalo
Niagara Falls
Rochester
Syracuse
Utica
Albany
Schenectady
Troy
Binghamton
Elmira
Scranton
Wilkes-Barre
Allentown
Bethlehem
Easton
Reading
Harrisburg
Lancaster
York
Hagerstown
Frederick
Baltimore
Washington
Annapolis
Alexandria
Arlington
Fairfax
Richmond
Petersburg
Norfolk
Portsmouth
Newport News
Hampton
Williamsburg
Charlottesville
Lynchburg
Roanoke
Bluefield
Beckley
Charleston
Huntington
Ashland
Ironton
Portsmouth
Zanesville
Cambridge

Get This Ohio Picture



Your Lens Catches over two million alert prospects in this rich Ohio territory.

THREE INDIVIDUAL STATIONS
THREE INDIVIDUAL MARKETS

SERVICE is the watchword of these 3 Go-getters—SERVICE to our listeners—and SERVICE to our advertisers.

If you want your Radio Advertising to do things for you in Ohio just consider this combination—can be bought as a group or as individual markets.

Facts about coverage, audience and market data are available on each station, and the national representation is handled by John Blair & Co.

Toledo

WSPD

5,000 watts day—1,000 watts night NBC Red and Blue outlet, one of the oldest stations in America, now celebrating its 18th year.

Zanesville

WALR

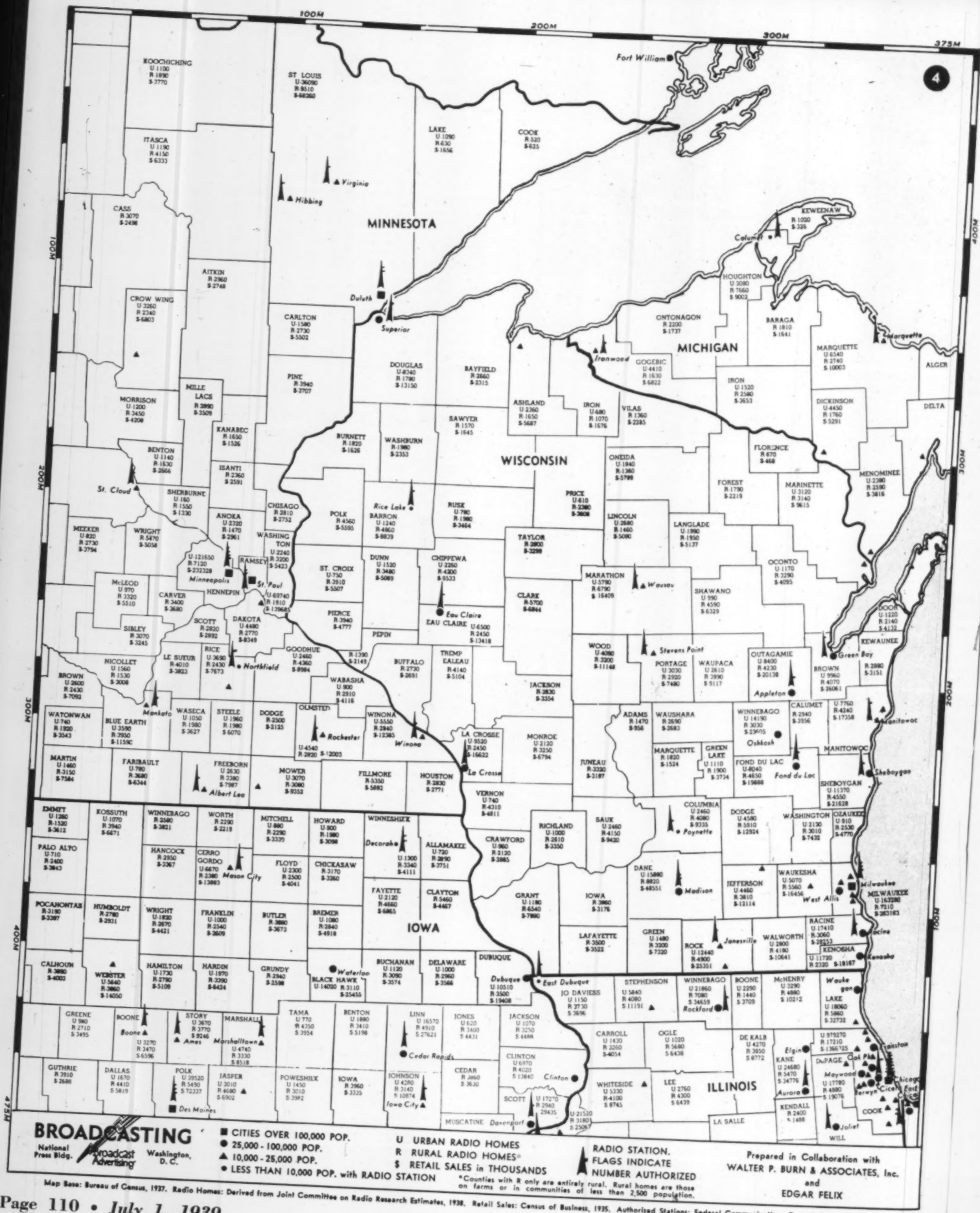
100 watts—located in a city which has been considered for years as "America's Typical Test Market." Operates on full time and noted for its particular type of local showmanship. Also carries wired Columbia shows to this area.

Lima

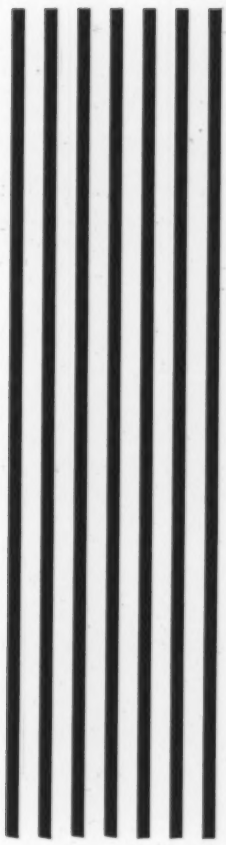
WLOK

100 watts until sunset. Located in a city of 50,000, regarded by many as the "Boom Town" of Ohio. Although WLOK is young in years it has earned an enviable reputation for showmanship, and can well be proud of the character of local shows carried.

These Stations are Members of the Fort Industry Co. Group


100M
200M
300M
375M
475M
4
MINNESOTA
WISCONSIN
MICHIGAN
IOWA
ILLINOIS
Fort William
Virginia
Hibbing
Duluth
Superior
Columbet
Ironwood
Marquette
Minneapolis
St. Paul
St. Cloud
Rice Lake
Eau Claire
Wausau
Stevens Point
Green Bay
Appleton
Oshkosh
Fond du Lac
Sheboygan
Manitowoc
Milwaukee
West Allis
Racine
Kenosha
Waukegan
Rockford
Janesville
Madison
Beloit
Rochester
Mankato
Northfield
Albert Lea
Winona
La Crosse
Decorah
Mason City
Waterloo
Dubuque
East Dubuque
Boone
Ames
Marshalltown
Cedar Rapids
Clinton
Iowa City
Davenport
Des Moines
Webster
Aurora
Elgin
Joliet
Chicago
Cicero
Berwyn
Evanston
Oak Park
DuPage
Maywood
Kenosha
KOOCHICHING U 1100 R 1890 S 3770
ST. LOUIS U 36090 R 8510 S 66260
LAKE U 1090 R 630 S 1656
COOK R 520 S 625
ITASCA U 1190 R 4150 S 6333
CASS R 3070 S 2498
AITKIN R 2960 S 2748
CROW WING U 3260 R 2340 S 6803
CARLTON U 1580 R 2730 S 5502
PINE R 3940 S 3707
MILLE LACS R 2890 S 3509
MORRISON U 1200 R 3450 S 4208
KANABEC R 1650 S 1526
BENTON U 1140 R 1630 S 2666
ISANTI R 2360 S 2591
SHERBURNE U 160 R 1550 S 1230
CHISAGO R 2810 S 2752
ANOKA U 2320 R 1470 S 2961
WASHING TON U 2240 R 3200 S 5423
RAMSEY U 121650 R 7120 S 232328
HENNEPIN U 69740 R 1910 S 139685
MEEKER U 820 R 2730 S 2794
WRIGHT R 5470 S 5058
McLEOD U 970 R 3320 S 5510
CARVER R 3400 S 3680
SCOTT R 2820 S 2892
DAKOTA U 4480 R 2770 S 8349
SIBLEY R 3070 S 3245
LE SUEUR U 3690 R 2430 S 7673
RICE U 3690 R 3380 S 7987
NICOLLET U 1560 R 1530 S 3008
BROWN U 2600 R 2430 S 7092
GOODHUE U 2460 R 4360 S 8984
WATONWAN U 740 R 1920 S 3543
BLUE EARTH U 3590 R 3950 S 11590
WASECA U 1050 R 1980 S 3627
STEELE U 1960 R 1980 S 6070
DODGE R 2500 S 2125
OLMSTED U 4540 R 2920 S 12003
WABASHA U 900 R 2910 S 4116
WINONA U 5550 R 2840 S 12385
PIERCE R 3940 S 4777
PEPIN
BUFFALO R 2730 S 2691
TREMP EALEAU R 4140 S 5104
MARTIN U 1460 R 3150 S 7584
FARIBAULT U 780 R 3680 S 6344
FREEBORN U 2630 R 3380 S 7987
MOWER U 3070 R 3080 S 9352
FILLMORE R 5350 S 5892
HOUSTON R 2830 S 2771
EMMET U 1280 R 1520 S 3612
KOSSUTH U 1070 R 3940 S 6671
WINNEBAGO R 2580 S 3821
WORTH R 2290 S 2219
MITCHELL R 880 R 2290 S 3339
HOWARD R 900 R 1980 S 3098
WINNESHIEK U 1300 R 3340 S 4111
ALLAMAKEE U 720 R 2890 S 3751
PALO ALTO U 710 R 2400 S 3843
HANCOCK R 2950 S 3367
CERRO GORDO U 6670 R 2380 S 13893
FLOYD U 2300 R 2500 S 4041
CHICKASAW R 3170 S 3260
FAYETTE U 2120 R 4660 S 6865
CLAYTON R 5460 S 4467
POCAHONTAS R 3150 S 3297
HUMBOLDT R 2790 S 2931
WRIGHT U 1820 R 3870 S 4421
FRANKLIN U 1000 R 2540 S 3609
BUTLER R 3860 S 3673
BREMER U 1080 R 2840 S 4918
CALHOUN R 3890 S 4003
WEBSTER U 5640 R 3860 S 14050
HAMILTON U 1730 R 2790 S 5109
HARDIN U 1970 R 3390 S 6424
GRUNDY R 2940 S 2598
BLACK HAWK U 14090 R 3110 S 25456
BUCHANAN U 1120 R 3090 S 3574
DELAWARE U 1000 R 2960 S 3566
DUBUQUE U 10510 R 3500 S 19408
GREENE U 980 R 2710 S 3495
BOONE U 3270 R 2470 S 6596
STORY U 3670 R 3770 S 9246
MARSHALL U 4740 R 3330 S 8518
TAMA U 770 R 4350 S 3954
BENTON U 1880 R 3410 S 5198
LINN U 16570 R 4910 S 27621
JONES U 620 R 3400 S 4431
JACKSON U 1070 R 3250 S 6488
GUTHRIE R 3910 S 2698
DALLAS U 1670 R 4410 S 5819
POLK U 39520 R 5490 S 72337
JASPER U 3010 R 4680 S 6902
POWESHIEK U 1450 R 3010 S 3982
IOWA R 3960 S 3335
JOHNSON U 4280 R 3140 S 10874
CEDAR R 3960 S 3630
CLINTON U 6970 R 4020 S 13840
SCOTT U 17270 R 2940 S 29435
MUSCATINE U 21520 R 3180 S 25087
CARROLL U 1430 R 3260 S 4054
OGLE U 1020 R 5680 S 6438
WHITESIDE U 5330 R 4100 S 8745
LEE U 2760 R 4300 S 6439
DE KALB U 4270 R 3850 S 8772
KANE U 24680 R 5470 S 24776
KENDALL R 2405 S 1488
LA SALLE
WILL
COOK
DuPAGE
Maywood
Cicero
Berwyn
Evanston
Oak Park
Chicago
Joliet
Aurora
Elgin
KEWEENAW R 1020 S 326
HOUGHTON U 3080 R 7660 S 9002
ONTONAGON R 2200 S 1737
BARAGA R 1810 S 1641
GOGEBIC U 4410 R 1630 S 6822
IRON U 1520 R 2580 S 3653
MARQUETTE U 6540 R 2740 S 10003
ALGER
DICKINSON U 4450 R 1760 S 5291
DELTA
MENOMINEE U 2080 R 2590 S 3816
FLORENCE R 670 S 468
FOREST R 1790 S 2219
MARINETTE U 3120 R 3140 S 9615
OCONTO U 1170 R 3290 S 4095
DOOR U 1220 R 2140 S 4132
KEWAUNEE
BROWN U 9960 R 4070 S 26061
R 2980 S 3151
CALUMET R 2940 S 3956
U 7760 R 4240 S 17358
MANITOWOC
SHEBOYGAN U 11370 R 4550 S 21828
WINNEBAGO U 14190 R 3030 S 23975
OUTAGAMIE U 8400 R 4230 S 20138
WAUPACA U 2810 R 3990 S 9117
PORTAGE U 3030 R 2920 S 7480
WOOD U 6090 R 3200 S 11148
MARATHON U 5790 R 6790 S 16409
SHAWANO U 990 R 4590 S 6329
CLARK R 5700 S 6844
TAYLOR R 2800 S 3298
PRICE U 610 R 2380 S 3808
RUSK U 780 R 1980 S 3464
LINCOLN U 2680 R 1460 S 5080
LANGLADE U 1990 R 1950 S 5137
ONEIDA U 1940 R 1360 S 5799
SAWYER R 1570 S 1645
BURNETT R 1920 S 1628
WASHBURN R 1980 S 2353
ASHLAND U 2360 R 1650 S 5687
IRON U 680 R 1070 S 1676
VILAS R 1360 S 2285
DOUGLAS U 4340 R 1780 S 13150
BAYFIELD R 2660 S 2315
JACKSON R 2830 S 3354
ADAMS R 1470 S 956
WAUSHARA R 2690 S 2683
WINNEBAGO U 14190 R 3030 S 23975
CALUMET R 2940 S 3956
MARQUETTE R 1920 S 1524
GREEN LAKE U 1110 R 1900 S 3734
FOND DU LAC U 4040 R 4650 S 19888
JUNEAU R 2330 S 3187
MONROE U 2130 R 3250 S 6794
LA CROSSE U 8520 R 2450 S 16622
VERNON U 740 R 4310 S 6811
COLUMBIA U 2460 R 4080 S 9335
DODGE U 4580 R 5810 S 12924
WASHINGTON U 2130 R 3010 S 7432
OZAUKEE U 910 R 2530 S 4770
RICHLAND U 1000 R 2610 S 3350
SAUK U 2460 R 4150 S 9420
CRAWFORD U 960 R 2120 S 3885
GRANT U 1180 R 6540 S 7990
IOWA R 3860 S 3176
DANE U 15890 R 8820 S 48551
JEFFERSON U 4460 R 3810 S 12114
WAUKESHA U 5070 R 5560 S 16456
MILWAUKEE U 163280 R 7210 S 263183
RACINE U 17410 R 3060 S 28253
KENOSHA U 11720 R 2320 S 18167
LAFAYETTE R 3500 S 3522
GREEN U 1480 R 3200 S 7220
ROCK U 13440 R 4900 S 25351
WALWORTH U 2800 R 4180 S 10641
JO DAVIESS U 1150 R 2730 S 3696
STEPHENSON U 5840 R 4080 S 11191
WINNEBAGO U 21860 R 7080 S 34659
BOONE U 2290 R 1440 S 3709
McHENRY U 3290 R 4880 S 10212
LAKE U 18060 R 5860 S 32732
U 979270 R 17210 S 1366725
U 17780 R 4880 S 19076
U 21520 R 3180 S 25087
U 17270 R 2940 S 29435
U 16570 R 4910 S 27621
U 1300 R 3340 S 4111
U 720 R 2890 S 3751
U 1120 R 3090 S 3574
U 1000 R 2960 S 3566
U 6970 R 4020 S 13840
U 4280 R 3140 S 10874
U 5330 R 4100 S 8745
U 2760 R 4300 S 6439
U 4270 R 3850 S 8772
U 2680 R 5470 S 24776
R 2405 S 1488
U 1430 R 3260 S 4054
U 1020 R 5680 S 6438
U 4740 R 3330 S 8518
U 770 R 4350 S 3954
U 1880 R 3410 S 5198
U 16570 R 4910 S 27621
U 620 R 3400 S 4431
U 1070 R 3250 S 6488
U 1120 R 3090 S 3574
U 1000 R 2960 S 3566
U 10510 R 3500 S 19408
U 1150 R 2730 S 3696
U 5840 R 4080 S 11191
U 21860 R 7080 S 34659
U 2290 R 1440 S 3709
U 3290 R 4880 S 10212

ARROWHEAD BROADCASTING SYSTEM



National Broadcasting Company's Station for the Head of the Lakes Region . . .

WEBC 5,000 watts, Duluth and Superior.

Columbia Broadcasting System's Stations for the Mesaba Iron Range area . . .

WMFG 250 watts, Hibbing, Minnesota

WHLB 250 watts, Virginia, Minnesota

and

on July 15th, the fastest growing, independent radio station in the Middle West . . .

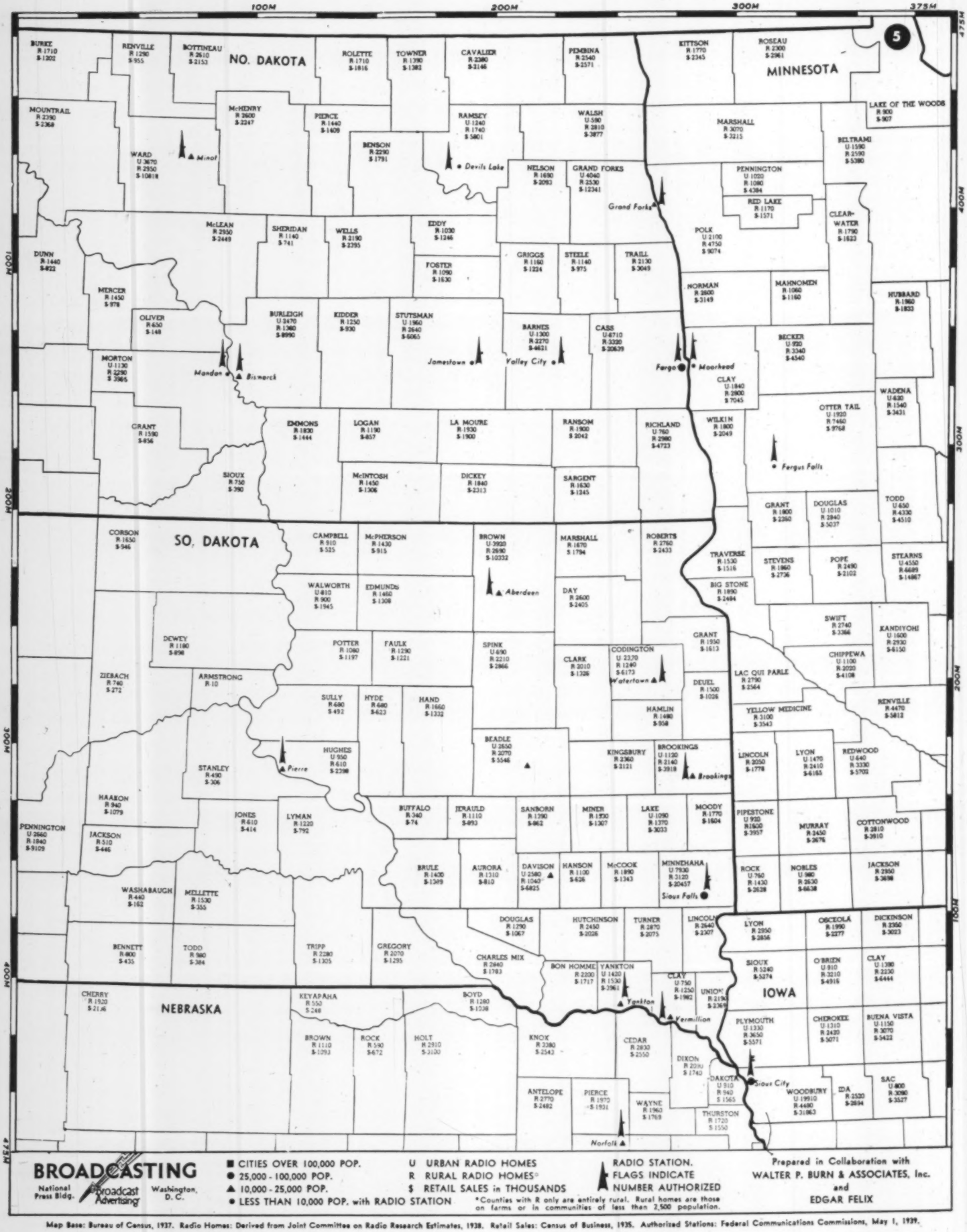
WEAU 5,000 watts, Eau Claire, Wisconsin

For complete coverage of Northern Wisconsin, Northern Minnesota and Upper Michigan, use the . . .

ARROWHEAD BROADCASTING SYSTEM

General Offices

WEBC Building . . . Duluth


100M
200M
300M
375M
475M
400M
300M
200M
100M
NO. DAKOTA
MINNESOTA
SO. DAKOTA
NEBRASKA
IOWA
5
BURKE R 1710 S-1202
RENVILLE R 1290 S-955
BOTTINEAU R 2610 S-2153
ROLETTE R 1710 S-1816
TOWNER R 1390 S-1382
CAVALIER R 2380 S-2168
PEMBINA R 2540 S-2571
KITTSON R 1770 S-2345
ROSEAU R 2300 S-2961
MOUNTRAIL R 2390 S-2368
McHENRY R 2600 S-2247
PIERCE R 1440 S-1409
RAMSEY U 1240 R 1740 S-5801
WALSH U 590 R 2810 S-3877
MARSHALL R 3070 S-2215
LAKE OF THE WOODS R 900 S-907
BELTRAMI U 1590 R 2590 S-5380
WARD U 3870 R 2950 S-10818
Minot
BENSON R 2290 S-1791
Devils Lake
NELSON R 1690 S-2093
GRAND FORKS U 4040 R 2530 S-12341
Grand Forks
PENNINGTON U 1020 R 1080 S-4384
RED LAKE R 1170 S-1571
CLEARWATER R 1790 S-1623
McLEAN R 2950 S-2449
SHERIDAN R 1140 S-741
WELLS R 2190 S-2395
EDDY R 1030 S-1246
FOSTER R 1090 S-1630
GRIGGS R 1160 S-1224
STEELE R 1140 S-975
TRAILL R 2130 S-3049
POLK U 2100 R 4750 S-9074
DUNN R 1440 S-922
MERCER R 1450 S-978
OLIVER R 650 S-148
BURLEIGH U 3470 R 1260 S-8990
KIDDER R 1250 S-930
STUTSMAN U 1960 R 2640 S-8065
Jamestown
BARNES U 1300 R 2270 S-4621
Valley City
CASS U 6710 R 3220 S-20639
Fargo
Moorhead
NORMAN R 2600 S-2149
MAHNOMEN R 1060 S-1160
HUBBARD R 1960 S-1823
BECKER U 920 R 3340 S-4340
MORTON U 1130 R 2290 S-3965
Mandan
Bismarck
CLAY U 1840 R 2900 S-7045
WADENA U 630 R 1540 S-3421
GRANT R 1590 S-956
EMMONS R 1830 S-1444
LOGAN R 1190 S-857
LA MOURE R 1930 S-1900
RANSOM R 1900 S-2042
RICHLAND U 760 R 2980 S-4723
WILKIN R 1800 S-2049
OTTER TAIL U 1920 R 7460 S-9768
Fergus Falls
SIOUX R 750 S-390
McINTOSH R 1450 S-1306
DICKEY R 1840 S-2313
SARGENT R 1630 S-1245
GRANT R 1900 S-2260
DOUGLAS U 1010 R 2840 S-5037
TODD U 650 R 4330 S-4510
CORSON R 1650 S-946
CAMPBELL R 910 S-525
McPHERSON R 1430 S-915
BROWN U 3920 R 2690 S-10332
Aberdeen
MARSHALL R 1870 S 1794
ROBERTS R 2760 S-2433
TRAVERSE R 1530 S-1516
STEVENS R 1860 S-2736
POPE R 2490 S-2102
STEARNS U 4550 R 6689 S-14867
WALWORTH U 810 R 900 S-1945
EDMUNDS R 1460 S-1308
DAY R 2600 S-2405
BIG STONE R 1890 S-2494
SWIFT R 2740 S-3366
KANDIYOHI U 1600 R 2930 S-6150
DEWEY R 1180 S-898
POTTER R 1060 S-1197
FAULK R 1290 S-1221
SPINK U 690 R 2210 S-2866
CLARK R 2010 S-1328
CODINGTON U 2370 R 1240 S-6173
Watertown
GRANT R 1950 S-1613
CHIPPEWA U 1100 R 2020 S-4108
ZIEBACH R 740 S-272
ARMSTRONG R 10
SULLY R 680 S-492
HYDE R 680 S-623
HAND R 1660 S-1332
DEUEL R 1500 S-1026
LAC QUI PARLE R 2790 S-2564
HAMLIN R 1490 S-958
YELLOW MEDICINE R 3100 S-3543
RENVILLE R 4470 S-5812
BEADLE U 3650 R 2070 S-5548
KINGSBURY R 2360 S-2121
BROOKINGS U 1120 R 2140 S-3918
Brookings
LINCOLN R 2050 S-1778
LYON U 1470 R 2410 S-6165
REDWOOD U 640 R 3330 S-5702
HUGHES U 950 R 610 S-2298
Pierre
STANLEY R 490 S-306
HAAKON R 940 S-1079
PENNINGTON U 2660 R 1840 S-9109
JACKSON R 510 S-446
JONES R 610 S-414
LYMAN R 1220 S-792
BUFFALO R 340 S-74
JERAULD R 1110 S-893
SANBORN R 1790 S-962
MINER R 1930 S-1307
LAKE U 1090 R 1370 S-3033
MOODY R 1770 S-1604
PIPESTONE U 920 R 1620 S-3957
MURRAY R 2450 S-2676
COTTONWOOD R 2810 S-3910
BRULE R 1430 S-1369
AURORA R 1310 S-810
DAVISON A 2540 R 1040 S-6825
HANSON R 1100 S-626
McCOOK R 1890 S-1343
MINNEHAHA U 7930 R 3120 S-20457
Sioux Falls
ROCK U 760 R 1430 S-2628
NOBLES U 980 R 2630 S-6638
JACKSON R 2950 S-3698
WASHABAUGH R 440 S-162
MELLETTE R 1530 S-355
DOUGLAS R 1290 S-1067
HUTCHINSON R 2450 S-2026
TURNER R 2870 S-2075
LINCOLN R 2640 S-2307
LYON R 2950 S-2856
OSCEOLA R 1990 S-2277
DICKINSON R 2950 S-3023
BENNETT R 800 S-435
TODD R 980 S-384
TRIPP R 2280 S-1305
GREGORY R 2070 S-1295
CHARLES MIX R 2940 S-1783
BON HOMME R 2200 S-1717
YANKTON U 1420 R 1530 S-2961
Yankton
CLAY U 750 R 1250 S-1902
UNION R 2194 S-2367
Vermillion
SIOUX R 5240 S-5274
O'BRIEN U 910 R 3210 S-4916
CLAY U 1390 R 2230 S-6444
CHERRY R 1920 S-2146
KEYAPAHA R 550 S-248
BOYD R 1280 S-1038
BROWN R 1110 S-1093
ROCK R 590 S-672
HOLT R 2910 S-2120
KNOX R 2380 S-2542
CEDAR R 2830 S-2550
DIXON R 2090 S-1762
PLYMOUTH U 1330 R 3650 S-5571
CHEROKEE U 1310 R 2420 S-5071
BUENA VISTA U 1150 R 3070 S-5422
Sioux City
DAKOTA U 910 R 940 S 1565
WOODBURY U 19910 R 4490 S-31863
IDA R 2520 S-2894
SAC U 800 R 3090 S-3527
ANTELOPE R 2770 S-2482
PIERCE R 1970 S-1931
WAYNE R 1960 S-1769
THURSTON R 1720 S-1550
Norfolk

BROADCASTING
National Press Bldg. Broadcast Advertising Washington, D. C.

■ CITIES OVER 100,000 POP.
● 25,000 - 100,000 POP.
▲ 10,000 - 25,000 POP.
• LESS THAN 10,000 POP. with RADIO STATION

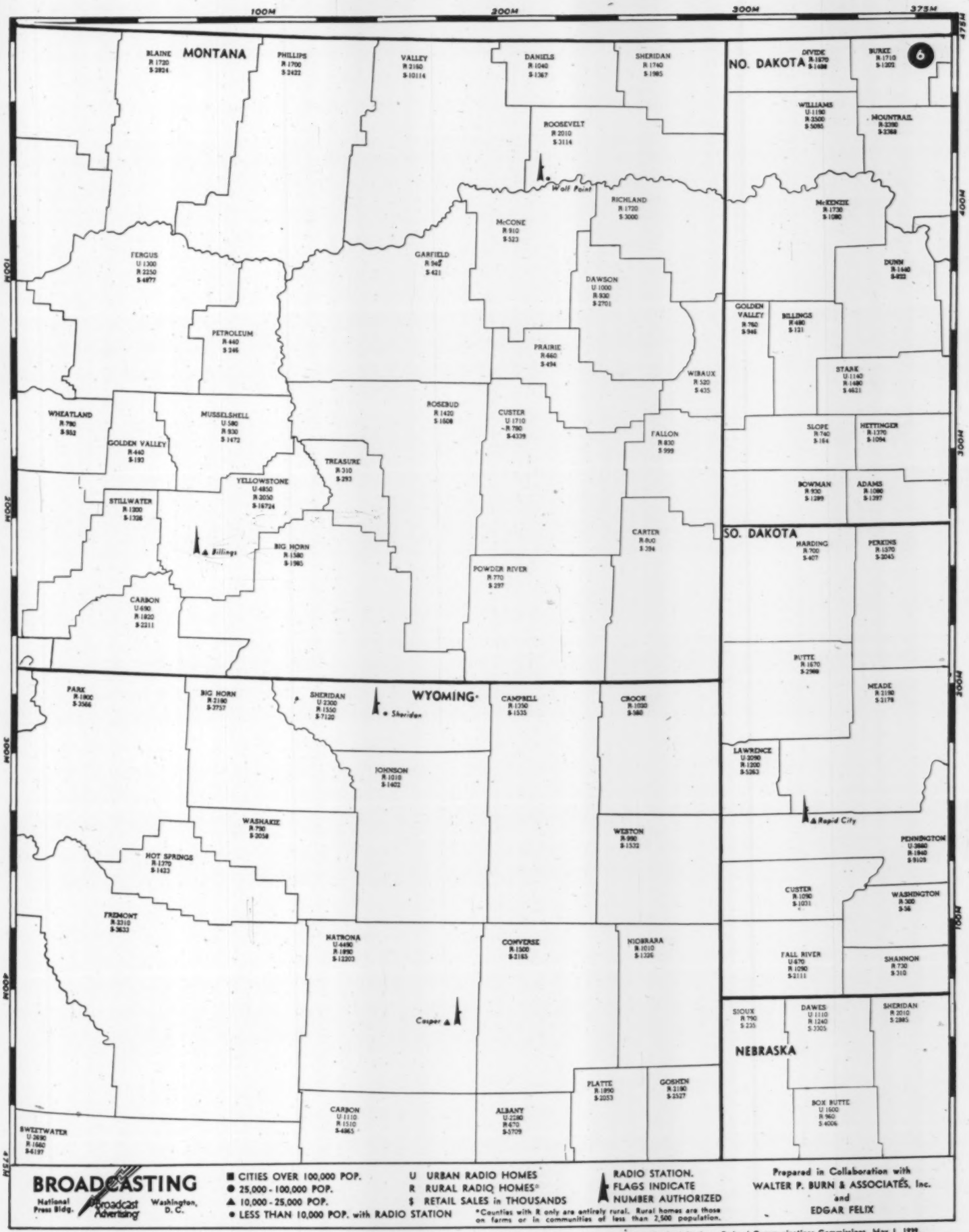
U URBAN RADIO HOMES
R RURAL RADIO HOMES*
$ RETAIL SALES in THOUSANDS

RADIO STATION. FLAGS INDICATE NUMBER AUTHORIZED

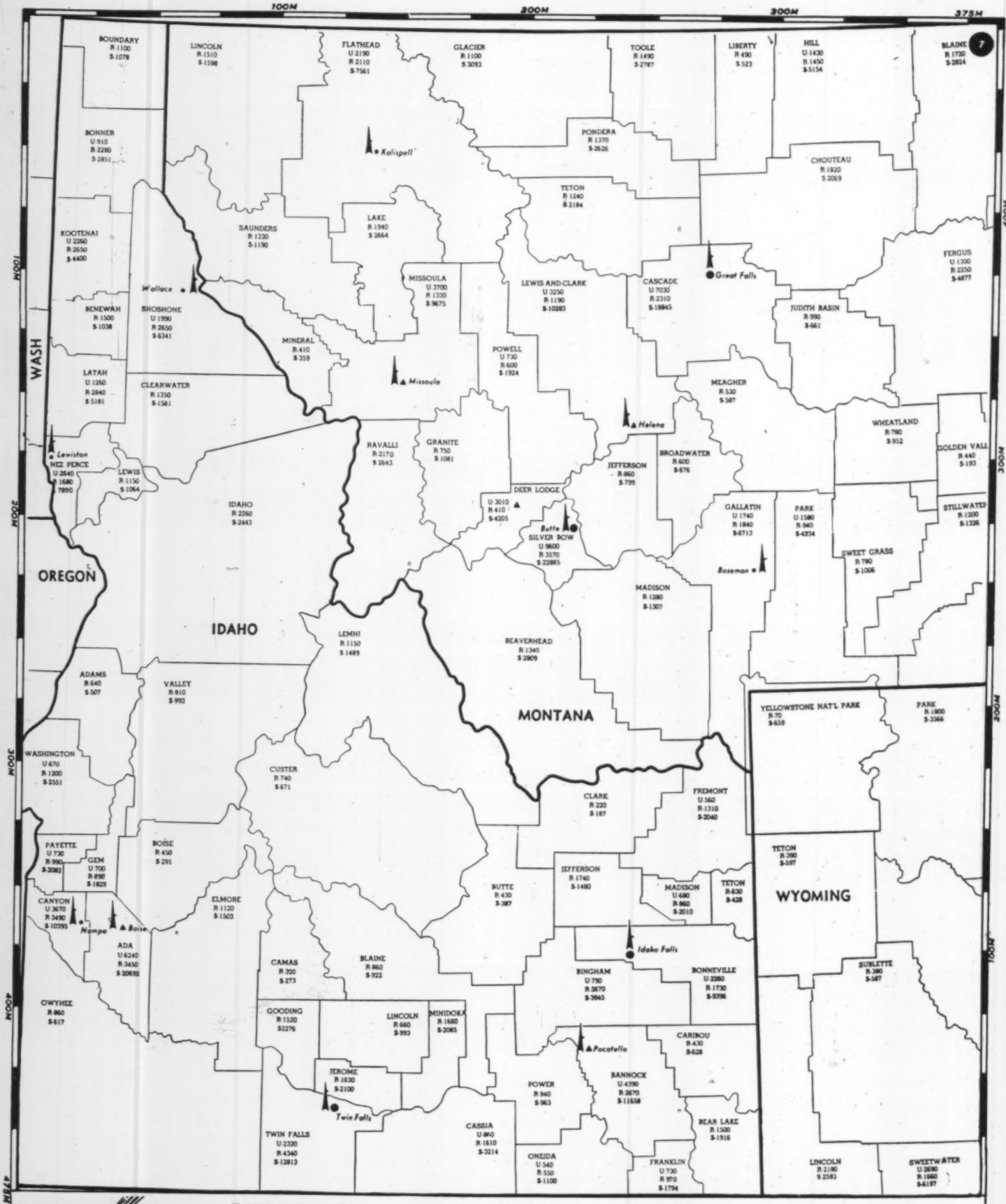
*Counties with R only are entirely rural. Rural homes are those on farms or in communities of less than 2,500 population.

Prepared in Collaboration with
WALTER P. BURN & ASSOCIATES, Inc.
and
EDGAR FELIX

Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commissions, May 1, 1939.


100M
200M
300M
375M
475M
MONTANA
BLAINE R 1720 S 2824
PHILLIPS R 1700 S 2422
VALLEY R 2160 S 10114
DANIELS R 1040 S 1367
SHERIDAN R 1740 S 1985
ROOSEVELT R 2010 S 3114
Wolf Point
RICHLAND R 1720 S 3000
McCONE R 810 S 523
GARFIELD R 940 S 421
DAWSON U 1000 R 930 S 2701
FERGUS U 1300 R 2250 S 4977
PETROLEUM R 440 S 246
PRAIRIE R 660 S 494
WIBAUX R 520 S 435
WHEATLAND R 780 S 852
MUSSELSHELL U 580 R 930 S 1472
ROSEBUD R 1420 S 1608
CUSTER U 1710 R 780 S 4339
FALLON R 830 S 999
GOLDEN VALLEY R 440 S 193
TREASURE R 310 S 293
YELLOWSTONE U 4850 R 2050 S 16724
STILLWATER R 1200 S 1328
Billings
BIG HORN R 1580 S 1985
CARTER R 860 S 394
POWDER RIVER R 770 S 297
CARBON U 690 R 1820 S 2211
NO. DAKOTA
DIVIDE R 1870 S 1488
BURKE R 1710 S 1202
6
WILLIAMS U 1190 R 3500 S 5095
MOUNTRAIL R 2290 S 2368
McKENZIE R 1730 S 1080
DUNN R 1640 S 852
GOLDEN VALLEY R 760 S 946
BILLINGS R 480 S 121
STARK U 1140 R 1480 S 4821
SLOPE R 760 S 164
HETTINGER R 1370 S 1054
BOWMAN R 930 S 1299
ADAMS R 1080 S 1297
SO. DAKOTA
HARDING R 700 S 407
PERKINS R 1570 S 2045
BUTTE R 1870 S 2988
MEADE R 2190 S 2178
LAWRENCE U 3090 R 1200 S 5263
Rapid City
PENNINGTON U 3660 R 1840 S 9109
CUSTER R 1050 S 1031
WASHINGTON R 300 S 56
FALL RIVER U 670 R 1090 S 2111
SHANNON R 730 S 310
PARK R 1800 S 3566
BIG HORN R 2180 S 2757
SHERIDAN U 2300 R 1550 S 7120
WYOMING
Sheridan
CAMPBELL R 1350 S 1535
CROOK R 1030 S 580
JOHNSON R 1010 S 1402
WASHAKIE R 790 S 2058
WESTON R 990 S 1532
HOT SPRINGS R 1270 S 1423
FREMONT R 2310 S 3633
NATRONA U 4490 R 1930 S 12203
CONVERSE R 1500 S 2183
NIOBRARA R 1010 S 1326
Casper
PLATTE R 1890 S 2053
GOSHEN R 2180 S 2527
CARBON U 1110 R 1510 S 4865
ALBANY U 2280 R 670 S 5709
SWEETWATER U 2690 R 1660 S 6197
NEBRASKA
SIOUX R 790 S 235
DAWES U 1110 R 1240 S 3305
SHERIDAN R 2010 S 2385
BOX BUTTE U 1600 R 960 S 4006
BROADCASTING
National Press Bldg. Broadcast Advertising Washington, D.C.
■ CITIES OVER 100,000 POP.
● 25,000 - 100,000 POP.
▲ 10,000 - 25,000 POP.
• LESS THAN 10,000 POP. with RADIO STATION
U URBAN RADIO HOMES
R RURAL RADIO HOMES*
$ RETAIL SALES in THOUSANDS
RADIO STATION. FLAGS INDICATE NUMBER AUTHORIZED
*Counties with R only are entirely rural. Rural homes are those on farms or in communities of less than 2,500 population.
Prepared in Collaboration with WALTER P. BURN & ASSOCIATES, Inc. and EDGAR FELIX

Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commission, May 1, 1939.


100M
200M
300M
375M
400M
300M
200M
100M
WASH
OREGON
IDAHO
MONTANA
WYOMING
BOUNDARY R 1100 S-1078
LINCOLN R 1510 S-1598
FLATHEAD U 2190 R 2110 S-7561
GLACIER R 1100 S-3093
TOOLE R 1490 S-2787
LIBERTY R 490 S-523
HILL U-1430 R 1450 S-5154
BLAINE R 1720 S-2824
BONNER U 910 R 2280 S-2851
PONDERA R 1370 S-2626
CHOUTEAU R 1820 S-2069
TETON R 1240 S-2184
LAKE R 1940 S-2664
SAUNDERS R 1330 S-1190
KOOTENAI U 2260 R 2650 S-4400
FERGUS U 1300 R 2250 S-4877
MISSOULA U 3700 R 1330 S-9675
LEWIS AND CLARK U 3250 R 1190 S-10283
CASCADE U 7030 R 2310 S-18845
JUDITH BASIN R 990 S-661
BENEWAH R 1500 S-1038
SHOSHONE U 1990 R 2650 S-6341
MINERAL R 410 S-359
POWELL U 730 R 600 S-1924
LATAH U 1260 R 2840 S-5181
CLEARWATER R 1350 S-1561
MEAGHER R 530 S-587
WHEATLAND R 790 S-952
RAVALLI R 2170 S-2643
GRANITE R 750 S-1081
JEFFERSON R 860 S-799
BROADWATER R 600 S-676
GOLDEN VALL R 440 S-193
NEZ PERCE U 2640 R 1680 S-7890
LEWIS R 1150 S-1064
DEER LODGE U 3010 R 410 S-4205
GALLATIN U 1740 R 1840 S-6713
PARK U 1580 R 940 S-4254
STILLWATER R 1200 S-1326
IDAHO R 2260 S-2443
SILVER BOW U 9600 R 3570 S-22885
SWEET GRASS R 790 S-1006
MADISON R 1280 S-1307
LEMHI R 1150 S-1499
BEAVERHEAD R 1340 S-2809
ADAMS R 640 S-507
VALLEY R 810 S-993
YELLOWSTONE NAT'L PARK R 70 S-659
PARK R 1800 S-3566
WASHINGTON U 670 R 1200 S-2551
CUSTER R 740 S-671
CLARK R 220 S-187
FREMONT U 560 R 1310 S-2040
PAYETTE U 730 R 990 S-2082
GEM U 700 R 890 S-1829
BOISE R 450 S 291
TETON R 390 S-597
JEFFERSON R 1740 S-1480
BUTTE R 430 S-387
MADISON U 680 R 860 S-2010
TETON R 430 S-428
CANYON U 2670 R 3490 S-10395
ELMORE R 1120 S-1503
ADA U 6240 R 3450 S-20692
CAMAS R 320 S-273
BLAINE R 860 S-922
BINGHAM U 790 R 2670 S-3945
BONNEVILLE U 2260 R 1730 S-8098
SUBLETTE R 380 S-587
OWYHEE R 860 S-617
GOODING R 1520 S-2276
LINCOLN R 660 S-993
MINIDOKA R 1660 S-2085
CARIBOU R 430 S-628
JEROME R 1630 S-2100
POWER R 940 S-963
BANNOCK U 4290 R 2670 S-11658
BEAR LAKE R 1500 S-1916
TWIN FALLS U 2320 R 4340 S-12813
CASSIA U 840 R 1610 S-3214
ONEIDA U 540 R 550 S-1100
FRANKLIN U 730 R 970 S-1794
LINCOLN R 2190 S-2593
SWEETWATER U 2690 R 1660 S-6197
Wallace
Kalispell
Missoula
Great Falls
Helena
Butte
Bozeman
Lewiston
Nampa
Boise
Idaho Falls
Pocatello
Twin Falls
BROADCASTING
National Press Bldg. Broadcast Advertising Washington, D. C.
CITIES OVER 100,000 POP.
25,000 - 100,000 POP.
10,000 - 25,000 POP.
LESS THAN 10,000 POP. with RADIO STATION
U URBAN RADIO. HOMES
R RURAL RADIO HOMES*
$ RETAIL SALES in THOUSANDS
RADIO STATION. FLAGS INDICATE NUMBER AUTHORIZED
*Counties with R only are entirely rural. Rural homes are those on farms or in communities of less than 2,500 population.
Prepared in Collaboration with WALTER P. BURN & ASSOCIATES, Inc. and EDGAR FELIX

Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commission, May 1, 1939.

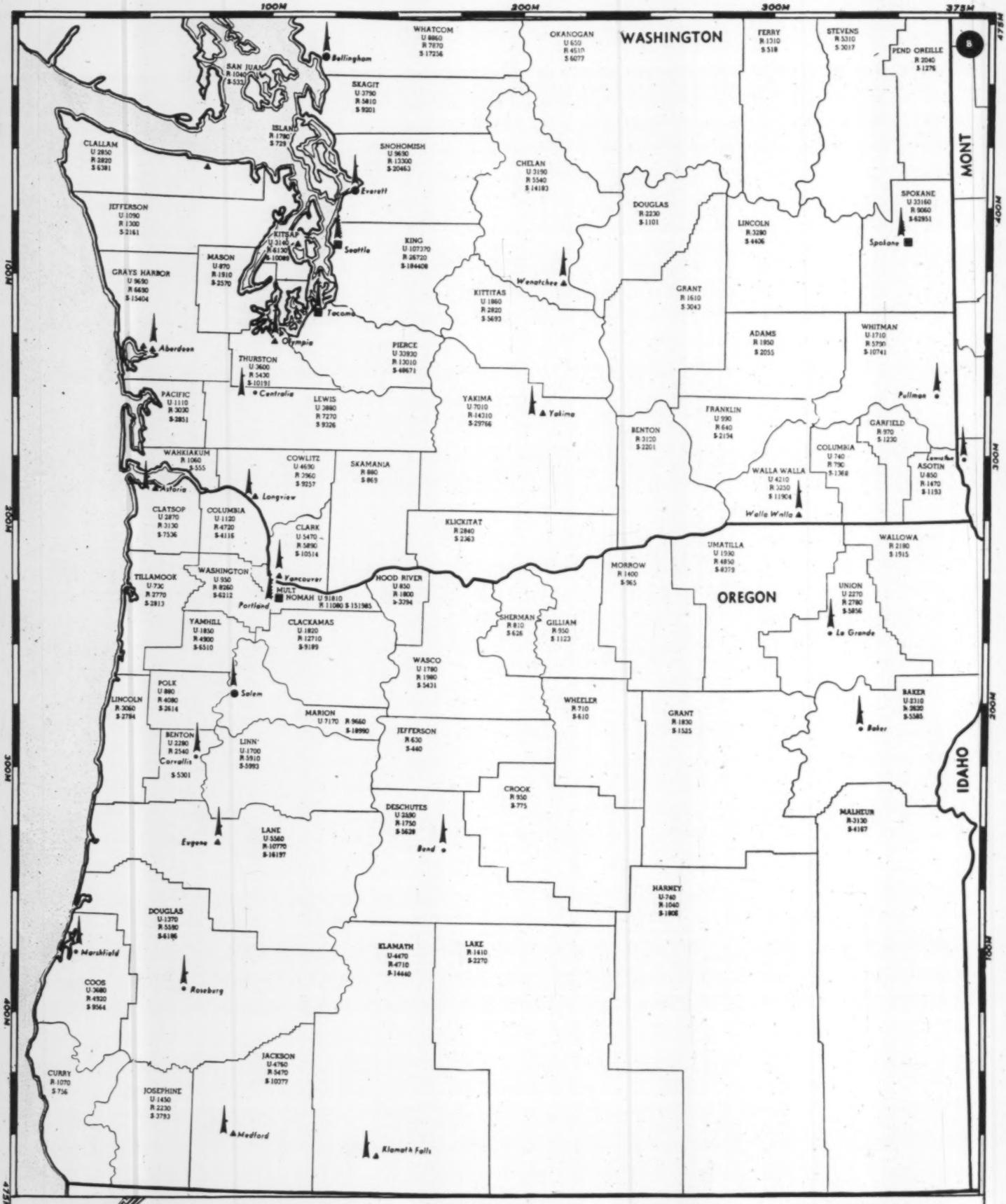
The great majority of Montana's listeners live in the concentrated population area served by these three stations, available under a single contract . . . *write*

MONTANA BROADCASTERS

Butte, Montana

or call any office of

GENE FURGASON & Co.


100M
200M
300M
375M
WASHINGTON
OREGON
IDAHO
MONT
WHATCOM U 8860 R 7870 $ 17256
SKAGIT U 3790 R 5810 $ 9201
SAN JUAN R 1040 $ 533
ISLAND R 1790 $ 729
CLALLAM U 2850 R 2820 $ 6381
JEFFERSON U 1090 R 1300 $ 2161
SNOHOMISH U 9630 R 13300 $ 20463
KING U 107370 R 26720 $ 184408
KITSAP U 3140 R 6130 $ 10088
MASON U 870 R 1910 $ 2570
GRAYS HARBOR U 9690 R 6630 $ 15404
PACIFIC U 1110 R 3030 $ 3851
THURSTON U 3600 R 5430 $ 10191
PIERCE U 32930 R 13010 $ 68671
LEWIS U 3880 R 7270 $ 9326
WAHKIAKUM R 1060 $ 555
CLATSOP U 2870 R 3130 $ 7536
COLUMBIA U 1120 R 4720 $ 4116
COWLITZ U 4690 R 3960 $ 9257
SKAMANIA R 880 $ 869
CLARK U 5470 R 5890 $ 10514
TILLAMOOK U 730 R 2770 $ 2813
WASHINGTON U 950 R 8260 $ 6212
MULTNOMAH U 91810 R 11080 $ 151985
HOOD RIVER U 850 R 1800 $ 3294
YAMHILL U 1850 R 4900 $ 6510
CLACKAMAS U 1820 R 12710 $ 9199
POLK U 880 R 4080 $ 2614
LINCOLN R 3060 $ 2784
MARION U 7170 R 9660 $ 18990
BENTON U 2280 R 2540 $ 5301
LINN U 1700 R 5910 $ 5993
JEFFERSON R 630 $ 440
WASCO U 1780 R 1980 $ 5431
SHERMAN R 810 $ 626
GILLIAM R 950 $ 1123
MORROW R 1400 $ 965
UMATILLA U 1930 R 4850 $ 8379
WALLOWA R 2180 $ 1915
UNION U 2270 R 2780 $ 5856
WHEELER R 710 $ 610
GRANT R 1830 $ 1525
BAKER U 2310 R 3820 $ 5585
CROOK R 950 $ 775
DESCHUTES U 2690 R 1750 $ 5628
LANE U 5560 R 10770 $ 16197
MALHEUR R 3130 $ 4187
HARNEY U 740 R 1040 $ 1808
DOUGLAS U 1370 R 5580 $ 6186
COOS U 3680 R 4920 $ 9564
CURRY R 1070 $ 756
JOSEPHINE U 1450 R 2230 $ 3793
JACKSON U 4760 R 5470 $ 10077
KLAMATH U 4470 R 4710 $ 14440
LAKE R 1610 $ 2270
KLICKITAT R 2840 $ 2363
YAKIMA U 7010 R 14310 $ 29766
CHELAN U 3190 R 5540 $ 14183
DOUGLAS R 2230 $ 1101
OKANOGAN U 650 R 4510 $ 6077
FERRY R 1310 $ 518
STEVENS R 5310 $ 3017
PEND OREILLE R 2040 $ 1276
SPOKANE U 33160 R 9060 $ 62951
LINCOLN R 3280 $ 4436
GRANT R 1610 $ 3043
ADAMS R 1950 $ 2055
WHITMAN U 1710 R 5790 $ 10741
FRANKLIN U 990 R 640 $ 2154
BENTON R 3120 $ 2201
GARFIELD R 970 $ 1230
COLUMBIA U 740 R 790 $ 1368
WALLA WALLA U 4210 R 3250 $ 11904
ASOTIN U 850 R 1470 $ 1153
Bellingham
Everett
Seattle
Tacoma
Olympia
Aberdeen
Centralia
Longview
Astoria
Vancouver
Portland
Salem
Corvallis
Eugene
Marshfield
Roseburg
Medford
Klamath Falls
Bend
Wenatchee
Yakima
Spokane
Pullman
Lewiston
Walla Walla
La Grande
Baker
Prepared in Collaboration with WALTER P. BURN & ASSOCIATES, Inc. and EDGAR FELIX
BROADCASTING
National Press Bldg. Broadcast Advertising Washington, D. C.
■ CITIES OVER 100,000 POP.
● 25,000 - 100,000 POP.
▲ 10,000 - 25,000 POP.
● LESS THAN 10,000 POP. with RADIO STATION
U URBAN RADIO HOMES
R RURAL RADIO HOMES*
$ RETAIL SALES in THOUSANDS
RADIO STATION. FLAGS INDICATE NUMBER AUTHORIZED
*Counties with R only are entirely rural. Rural homes are those on farms or in communities of less than 2,500 population.

Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commission, May 1, 1939.

Reprinted from Oregon Journal - May 31

May Trade Increases

Clearings, Building Shipping All Advance

Portlanders wrote a greater dollar volume in checks by a wider margin in May than in the same month a year ago and also started a materially larger amount of construction, major trade indices for the month revealed today.

Bank clearings rose sharply. In May they totaled $128,360,243, a gain of 7 per cent. over the $112,691,916 of May a year ago. In the first five months of 1939 clearings totaled $627,490,177 and the like five months of last year, $592,273,532.

May clearings also were well above the total of $123,145,307 recorded for April of this year.

Building permits totaled 434 and amounted in value to $646,545 which included 85 residences. In May, 1938, they amounted to 389 permits of a value of $541,430, which included 69 residences.

In April of this year the total value was $737,880 for 437 permits.

Wheat exports from Portland to foreign countries for May were well above those of last month and a year ago. Foreign countries, chiefly China and the United Kingdom, took approximately 2,332,434 bushels of wheat from Portland as compared to 1,911,888 bushels last month and 227,068 bushels in May, 1938.

Portland's wheat shipments for May, coupled with those from Columbia river ports, should bring the month's total for the river to 4,500,000 bushels and put the cereal year's figures close to 52,000,000 bushels to date for the district, the greatest movement since the 1931-32 season. This cereal year began July 1, 1938.

Customs receipts also showed a substantial gain. The total for this month should touch $194,000, as compared to $163,066 for last month. Total value of all goods shipped from Portland to foreign countries this month, according to Merchants exchange figures, is $1,772,666, not counting what left the port Tuesday and today.

. . . And the largest gain of all . . . KOIN sales volume

UP 21.1%

over May, 1938

There are GREEN PASTURES out West in OREGON for all SPOT RADIO ADVERTISERS!

- Where 96% OF ALL HOMES HAVE RADIOS . . (Top figure for the U. S. and 15% above national average.)
- Where business is sound and gaining consistently.
- Where diversified farming without droughts, floods, etc., keeps the big RURAL MARKET always productive.
- Where there is one of the country's outstanding radio stations to give you top value in audience . . . coverage . . . prestige . . . consistent merchandising co-operation . . . and program production . . . .

PORTLAND'S FIRST CHOICE STATION

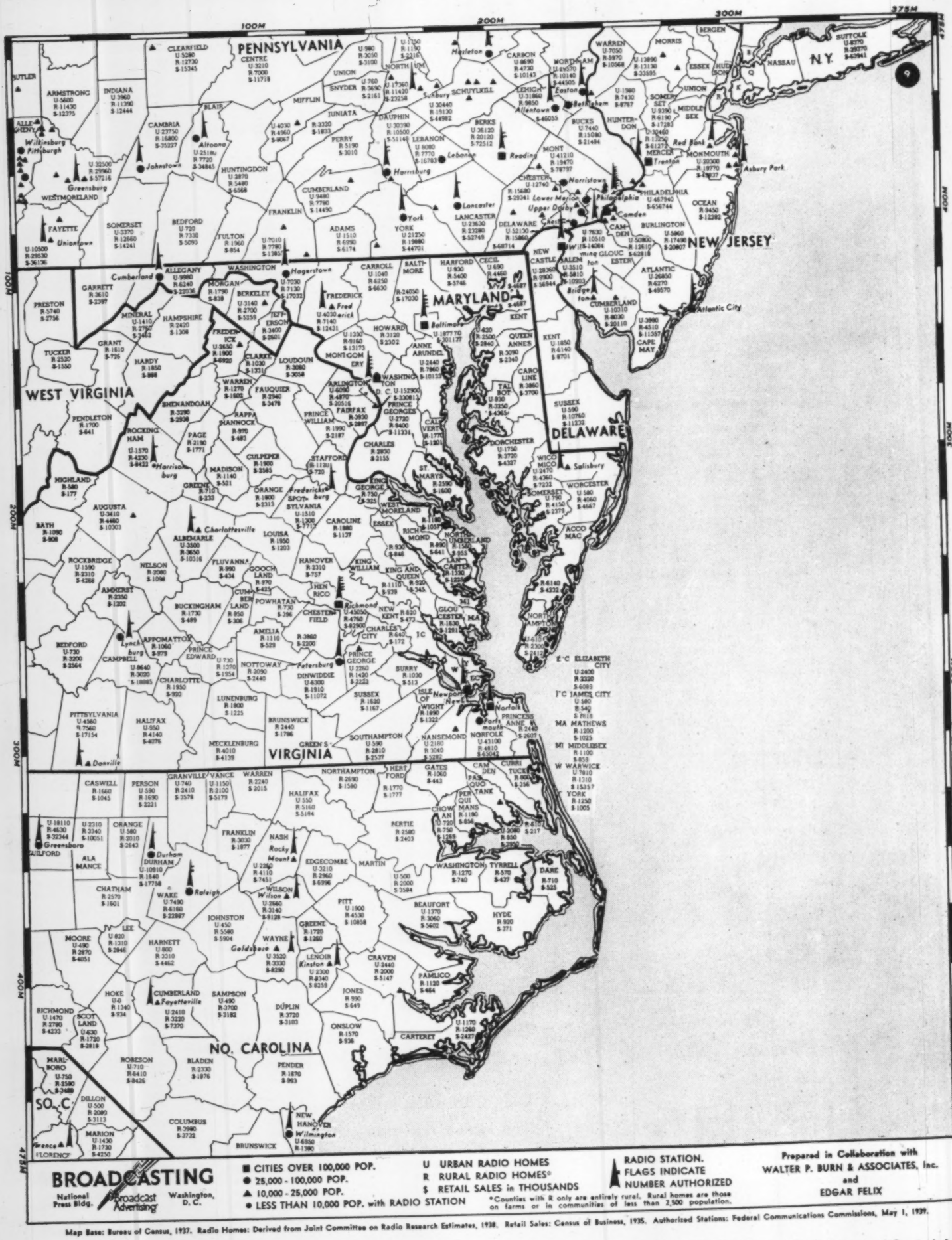
KOIN

THE JOURNAL

- Only CBS outlet in Oregon and Southern Washington
- The station that thru public relations activities has made 60,000 Personal Contacts with listeners

National Representatives

FREE and PETERS . . . . . World Broadcasting System


PENNSYLVANIA
WEST VIRGINIA
MARYLAND
DELAWARE
NEW JERSEY
N.Y.
VIRGINIA
NO. CAROLINA
SO. C.
BROADCASTING
National Press Bldg. Washington, D. C.
Broadcast Advertising
■ CITIES OVER 100,000 POP.
● 25,000 - 100,000 POP.
▲ 10,000 - 25,000 POP.
● LESS THAN 10,000 POP. with RADIO STATION
U URBAN RADIO HOMES
R RURAL RADIO HOMES*
$ RETAIL SALES in THOUSANDS
*Counties with R only are entirely rural. Rural homes are those on farms or in communities of less than 2,500 population.
RADIO STATION. FLAGS INDICATE NUMBER AUTHORIZED
Prepared in Collaboration with WALTER P. BURN & ASSOCIATES, Inc. and EDGAR FELIX

Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commission, May 1, 1939.

NEW WFBR STUDIOS *mean a* BONUS *to advertisers!*

Increased power
(giving greater coverage and more listeners)

plus

unequaled facilities for large studio audiences

AT

NO INCREASE IN RATES

WFBR--Baltimore's FIRST CHOICE station

MEMBER BASIC NBC RED NETWORK

Maryland's Pioneer Broadcast Station

NATIONAL REPRESENTATIVE: EDWARD PETRY & CO.

MICHIGAN
INDIANA
OHIO
KENTUCKY
TENNESSEE
WEST VIRGINIA
VIRGINIA
PENN
NO. CAROLINA
100M
200M
300M
375M
Detroit
Cleveland
Toledo
Pittsburgh
Columbus
Cincinnati
Indianapolis
Louisville
Chicago
Buffalo
Erie
Charleston
Roanoke
Knoxville
Asheville
Greensboro
Bristol
Parkersburg
Huntington
Wheeling
Steubenville
Youngstown
Akron
Canton
Mansfield
Springfield
Dayton
Richmond
Fort Wayne
South Bend
Elkhart
Kalamazoo
Battle Creek
Jackson
Ann Arbor
Flint
Saginaw
Bay City
Lansing
Grand Rapids
Muncie
Anderson
Terre Haute
Evansville
Lexington
Frankfort
Ashland
Portsmouth
Zanesville
Newark
Marion
Lima
Toledo
Sandusky
Cleveland
Lorain
Elyria
Akron
Warren
Sharon
Ashtabula
Erie
Jamestown
Oil City
Franklin
Clarion
Indiana
Johnstown
Altoona
Uniontown
Greensburg
Wilkinsburg
McKeesport
Beaver Falls
New Castle
Sharon
Grove City
Meadville
Corry
Oil City
Franklin
Clarion
DuBois
Punxsutawney
Kittanning
Ford City
Butler
Zelienople
Ellwood City
Aliquippa
Monaca
Rochester
Beaver
Sewickley
Washington
Waynesburg
Uniontown
Connellsville
Greensburg
Latrobe
Johnstown
Somerset
Bedford
Hollidaysburg
Huntingdon
Tyrone
Clearfield
DuBois
Kane
Ridgway
St. Marys
Emporium
Lock Haven
Williamsport
Sunbury
Shamokin
Mount Carmel
Pottsville
Hazleton
Wilkes-Barre
Scranton
Carbondale
Honesdale
Stroudsburg
Easton
Bethlehem
Allentown
Reading
Pottstown
Norristown
Chester
Media
Lancaster
Harrisburg
Carlisle
Chambersburg
Gettysburg
York
Hanover
Westminster
Frederick
Cumberland
Hagerstown
Martinsburg
Keyser
Elkins
Clarksburg
Fairmont
Morgantown
Weirton
Wheeling
Steubenville
Cambridge
Zanesville
Newark
Mansfield
Ashland
Wooster
Orrville
Canton
Massillon
Alliance
Salem
East Liverpool
Steubenville
Wheeling
Parkersburg
Point Pleasant
Huntington
Ashland
Portsmouth
Ironton
Gallipolis
Athens
Logan
Nelsonville
Chillicothe
Circleville
Lancaster
Newark
Zanesville
Cambridge
Marietta
Pomeroy
Middleport
Gallipolis
Point Pleasant
Huntington
Ashland
Portsmouth
Ironton
Maysville
Ashland
Grayson
Morehead
Mount Sterling
Winchester
Richmond
Berea
London
Corbin
Somerset
Pineville
Harlan
Hazard
Jackson
Irvine
Richmond
Lexington
Frankfort
Georgetown
Paris
Versailles
Nicholasville
Danville
Harrodsburg
Lawrenceburg
Shelbyville
Bardstown
Elizabethtown
Hodgenville
Glasgow
Bowling Green
Owensboro
Henderson
Madisonville
Hopkinsville
Princeton
Paducah
Mayfield
Murray
Benton
Marshall
Calhoun
Fulton
Union City
Dyersburg
Jackson
Trenton
Humboldt
Milan
Brownsville
Covington
Memphis
Somerville
Bolivar
Corinth
Iuka
Tupelo
Columbus
West Point
Starkville
Meridian
Laurel
Hattiesburg
McComb
Natchez
Vicksburg
Greenville
Clarksdale
Cleveland
Greenwood
Yazoo City
Jackson
Brookhaven
Hazlehurst
Crystal Springs
Wesson
Magnolia
McComb
Amite
Tylertown
Columbia
Hattiesburg
Laurel
Waynesboro
Quitman
Meridian
Philadelphia
Forest
Newton
Decatur
Union
Louisville
Kosciusko
Carthage
Canton
Yazoo City
Greenwood
Grenada
Oxford
Batesville
Senatobia
Hernando
Tunica
Clarksdale
Cleveland
Indianola
Leland
Greenville
Vicksburg
Natchez
Port Gibson
Hazlehurst
Brookhaven

. . . Only Master Key To The Master Market . . .

KDKA is THE MASTER KEY that unlocks the doors to distribution —and sales—in Pittsburgh, Allegheny County, The Tri-State Airea—and far beyond—throughout the entire Master Market!

THE MASTER MARKET is KDKA's 544 County Coverage in twelve great states—an airea wherein there are more than 2,000,000 URBAN radio sets *and* more than 2,000,000 RURAL radio sets.

PITTSBURGH, with Allegheny County, is the heart of the MASTER MARKET. Outside Allegheny County is an adjacent ring of sixty cities and towns—each of 10,000 population or over—clustered in Pennsylvania, Ohio and West Virginia . . .

BEYOND is KDKA's *plus* audience—extra coverage in nine other states—at no extra cost.

MAY—1939
Time Sales on KDKA reached an all-time high!

MARCH—1939
51,000 pieces of program mail arrived at KDKA—in one month!

MARCH—1939
One announcement, on an evening Blue Network program, flooded KDKA with 12,000 requests for photograph!

MARCH—1939
Almost twice as many hours of National Spot Advertising on KDKA as on all other Pittsburgh Stations combined!

MARCH—1939
6 time offer on 7 A.M. broadcast brought 7,945 replies. Average per announcement, 1,324!

ANNUALLY—
100,000 persons visit KDKA's modern studios.

WESTINGHOUSE

KDKA

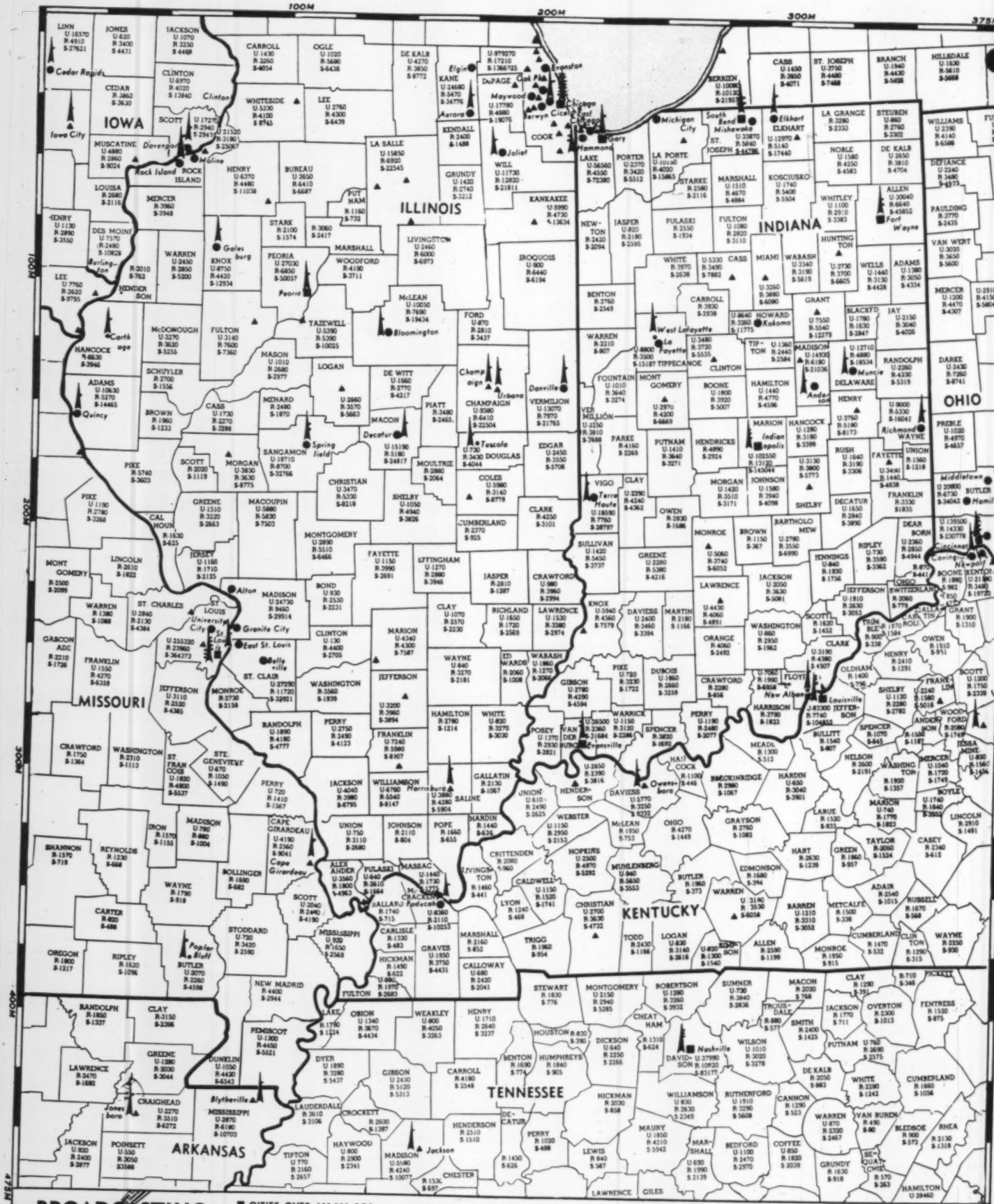
50,000 WATTS

980 KILOCYCLES · PROGRAMMED AND REPRESENTED EXCLUSIVELY BY

NATIONAL BROADCASTING COMPANY

A RADIO CORPORATION OF AMERICA SERVICE

WORLD'S GREATEST BROADCASTING SYSTEM


BROADCASTING
National Press Bldg. Broadcast Advertising Washington, D.C.
■ CITIES OVER 100,000 POP.
● 25,000 - 100,000 POP.
▲ 10,000 - 25,000 POP.
• LESS THAN 10,000 POP. with RADIO STATION
U URBAN RADIO HOMES
R RURAL RADIO HOMES*
$ RETAIL SALES in THOUSANDS
*Counties with R only are entirely rural. Rural homes are those on farms or in communities of less than 2,500 population.
RADIO STATION. FLAGS INDICATE NUMBER AUTHORIZED
Prepared in Collaboration with WALTER P. BURN & ASSOCIATES, Inc. and EDGAR FELIX
IOWA
ILLINOIS
INDIANA
OHIO
MISSOURI
KENTUCKY
TENNESSEE
ARKANSAS
100M
200M
300M
375M

Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commission, May 1, 1939.

WHAT'LL YOU GIVE FOR DAISY (KY.)?

When you use WAVE, you pay *nothing* for covering Daisy (Kentucky)—because we don't *reach* Daisy! In fact, we don't reach *hundreds* of hamlets and whistle stops in this section—and you save the difference! . . . . But WAVE does give you *complete* coverage of the Louisville Trading Area, and that Area does more business than all the other 93 counties in Kentucky, *combined!* Mayn't we send you the whole amazing story?

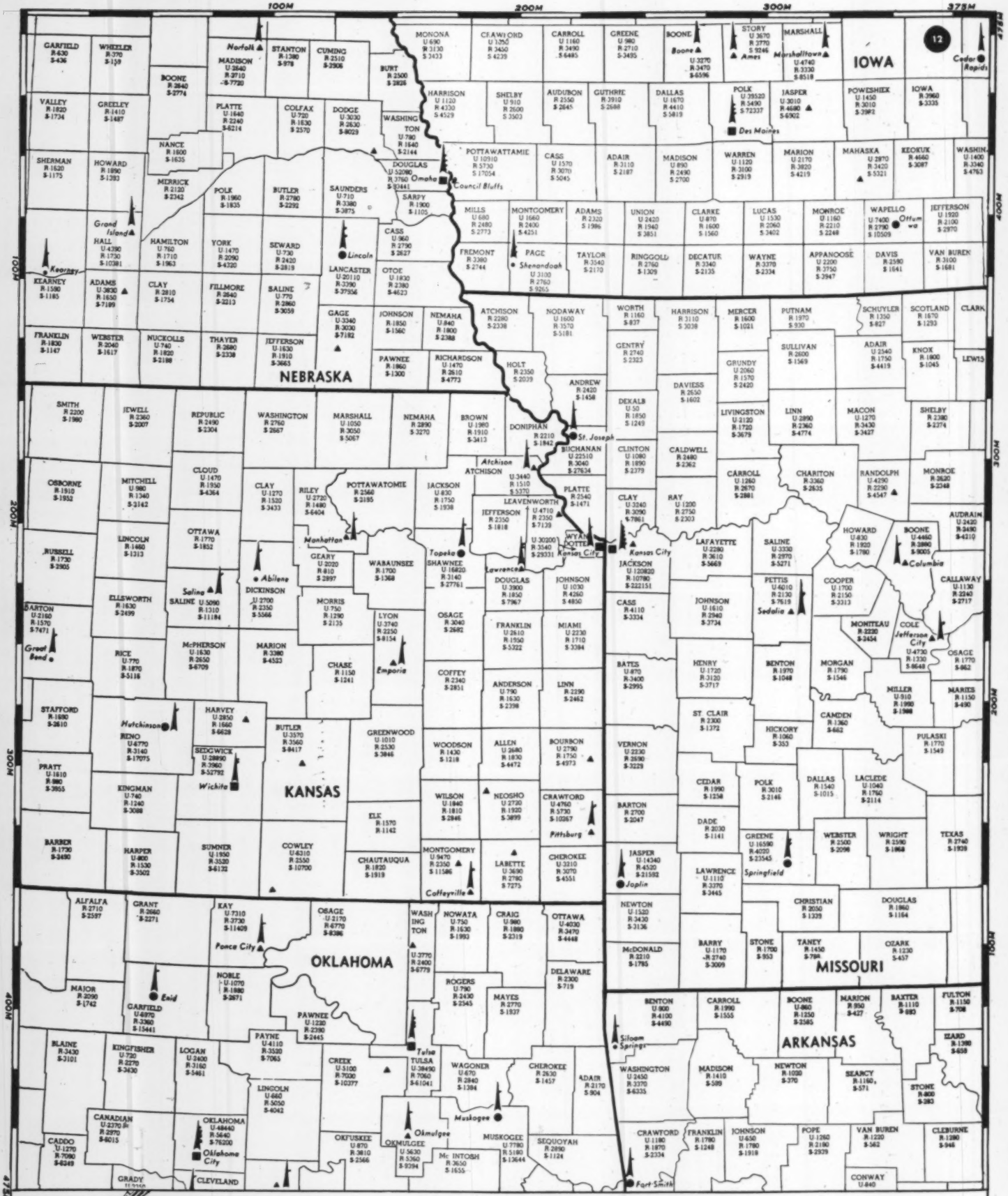
An N. B.-C. Outlet . . . FREE & PETERS, INC., National Representatives

Station WAVE Louisville

INCORPORATED

1000 WATTS

940 K. C.

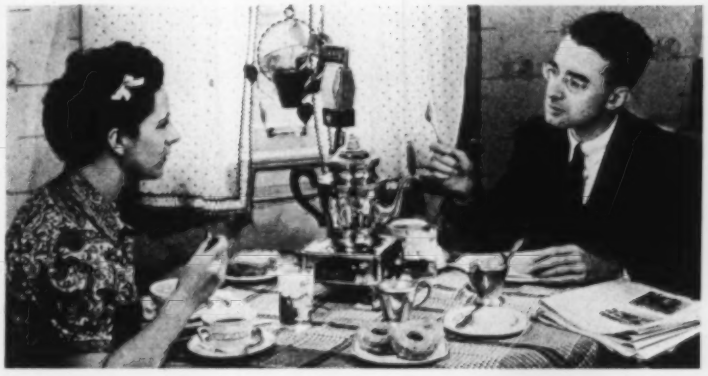


Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commission, May 1, 1939.

KMBC's Caroline Ellis Debuts On NBC-Red

Hollywood Calls KMBC's Texas Rangers

TEXAS RANGERS, 100 station favorite on CBS Saturday afternoons at 2:30 EDST. Now on location in Hollywood for Republic Studios feature production. Above, Gene Autry, Republic star, guesting on Rangers coast-to-coast show.



MARGARET AND GORDON MUNRO, "Across The Breakfast Table," domestic zanies whose early morning antics wrap up one of the greatest natural-selling programs on the air for food products. Available now for network or spot.

LIFE ON RED HORSE RANCH—sure-fire children's audience program that comes complete with package of sure-fire merchandising appeals. Sixty-five exciting episodes available for spot sponsorship in nation's best markets.

PHENOMENON "Electrifying History" starring Claude Rains, Hugh Conrad, and sparkling cast of Hollywood and Broadway all-stars. 65 episodes available, nationally syndicated.

Program Showmanship Adds To List of Local Acts Now In Big Time

By ARTHUR B. CHURCH

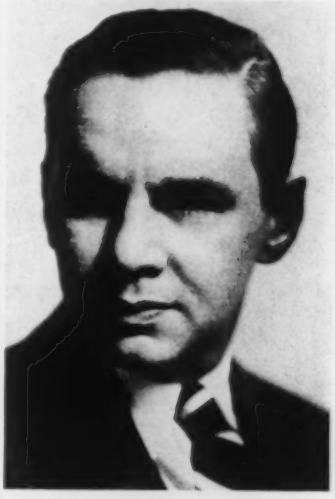
"COMING events cast their shadows before." Six years ago Caroline Ellis made her first broadcast on KMBC as Joanne Taylor. That first program sold the merchandise it advertised! And the Joanne Taylor program since has made merchandising history in this country. In 1937, Caroline Ellis added new laurels with "The Travels of Mary Ward" for Montgomery Ward. Now radio's "First Lady of Merchandising" takes an important place in the General Mills Hour with "Caroline's Golden Store" broadcast at 1:30 EDST, Monday thru Friday, for Gold Medal Flour.

Nearly eight years ago The Texas Rangers were knit into a musical ensemble on KMBC. For more than two years they have been featured on CBS coast-to-coast, and now Hollywood's nod is an indication of their popularity.

"Life on Red Horse Ranch," featuring The Texas Rangers, was written by Gomer Cool, one of the group, and the program was a winner for Socony-Vacuum and Pie Bakeries, Inc. Jane and Goodman Ace first aired their domestic nonsense over KMBC; nationally sponsored first by Lavoris, now by Anacin, "Easy Aces" became famous. Louise Massey and "The Westerners" originated at KMBC; later did a job for General Foods and Axton-Fisher Tobacco Co. Ted Malone's "Between The Book Ends" first was heard on KMBC, later sponsored by Hind's Honey and Almond Cream on CBS. Hugh Studebaker . . . featured on "Bachelor's Children" and "Road of Life." Lew Marcelle . . . playing the lead role in "The Shadow of Fu Manchu." And so the list grows . . .

Probably no other radio station in the country can point to so many nationally known headliners, originated locally. It's program showmanship that pays dividends for advertisers—in listeners, and sales!

CAROLINE ELLIS, radio's "First Lady of Merchandising" writer and principal character of "Caroline's Golden Store" for General Mills on NBC-Red.



FRAN HEYSER, director of "Caroline's Golden Store" on NBC-Red. Veteran director KMBC-CBS shows; also PHENOMENON, nationally syndicated feature.

KMBC

OF KANSAS CITY

Free & Peters, Inc., National Representatives • National Program Sales: Columbia Artists, 485 Madison, New York; Columbia Square, Hollywood; Geo. E. Halley, 400 Deming Pl., Chicago

BROADCASTING National Press Bldg. *Broadcast Advertising* Washington, D. C.

■ CITIES OVER 100,000 POP.
● 25,000 - 100,000 POP.
▲ 10,000 - 25,000 POP.
• LESS THAN 10,000 POP. with RADIO STATION

U URBAN RADIO HOMES
R RURAL RADIO HOMES*
$ RETAIL SALES in THOUSANDS

▲ RADIO STATION. FLAGS INDICATE NUMBER AUTHORIZED

*Counties with R only are entirely rural. Rural homes are those on farms or in communities of less than 2,500 population.

Prepared in Collaboration with WALTER P. BURN & ASSOCIATES, Inc. and EDGAR FELIX

Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commission, May 1, 1939.

WESTERN CHAMPS!

Riding High for Winning Results

When your advertising messages ride the ether waves from mile-high KOA you're among championship result-producing winners. There are many reasons why. Among these reasons, remember that 50,000-watt KOA advertisers ride a power impulse almost double the combined night-time power of all other radio stations in this immediate tier of states between Canada and Mexico. Also, it is the only 50,000-watt station between Des Moines (NE), Dallas (SE), and Salt Lake City (WEST).

Some Examples of KOA Result-Producing Power

33 Programs: 85,713 Replies

Responses to 33 summer and fall KOA evening programs of two sponsors show beautiful coverage, along with results. Of the 85,713 replies, 81,706 came from 207 Colorado communities; from 20 other states and Canada came the other 4,007 responses.

6 Labels or 10c Brought 4,602

Although requiring 6 labels, or 10c and one label, another KOA advertiser pulled 4,602 replies from 39 states. From Colorado, Nebraska, Wyoming and Kansas came 94.7% of the 4,602 responses.

In 10 Days 21,333 Responses

Into KOA poured 21,333 box tops and dimes on a contest offer lasting 10 days. Denver 31.5%; other Colorado communities 48.5%; Wyoming 7.3%; Nebraska 8.4%; Kansas 3.4%; the other 0.9% came from 11 other states.

A 4-Week 36,787 Result

A series of afternoon bread company programs brought 36,787 memberships in a boy's flying club. From Denver came 17,304, and 18,479 from other Colorado communities. 28 states replied with the balance.

Both COVERAGE and RESPONSIVENESS best pictured by RESULTS

The great KOA audience does go into action promptly for its advertisers. Out of many splendid KOA result figures, we have listed only a few above. Both COVERAGE and CONCENTRATION are illustrated by an example week's mere routine mail of 9,607 letters. From Colorado alone 86% of the total came; the remaining 14% came from 32 states and 4 Canadian provinces.

Join this satisfied result-getting family of KOA broadcasters. With these Western Winners you ride high and are sure of these three important elements — COVERAGE, CONCENTRATION, and RESPONSIVENESS.

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

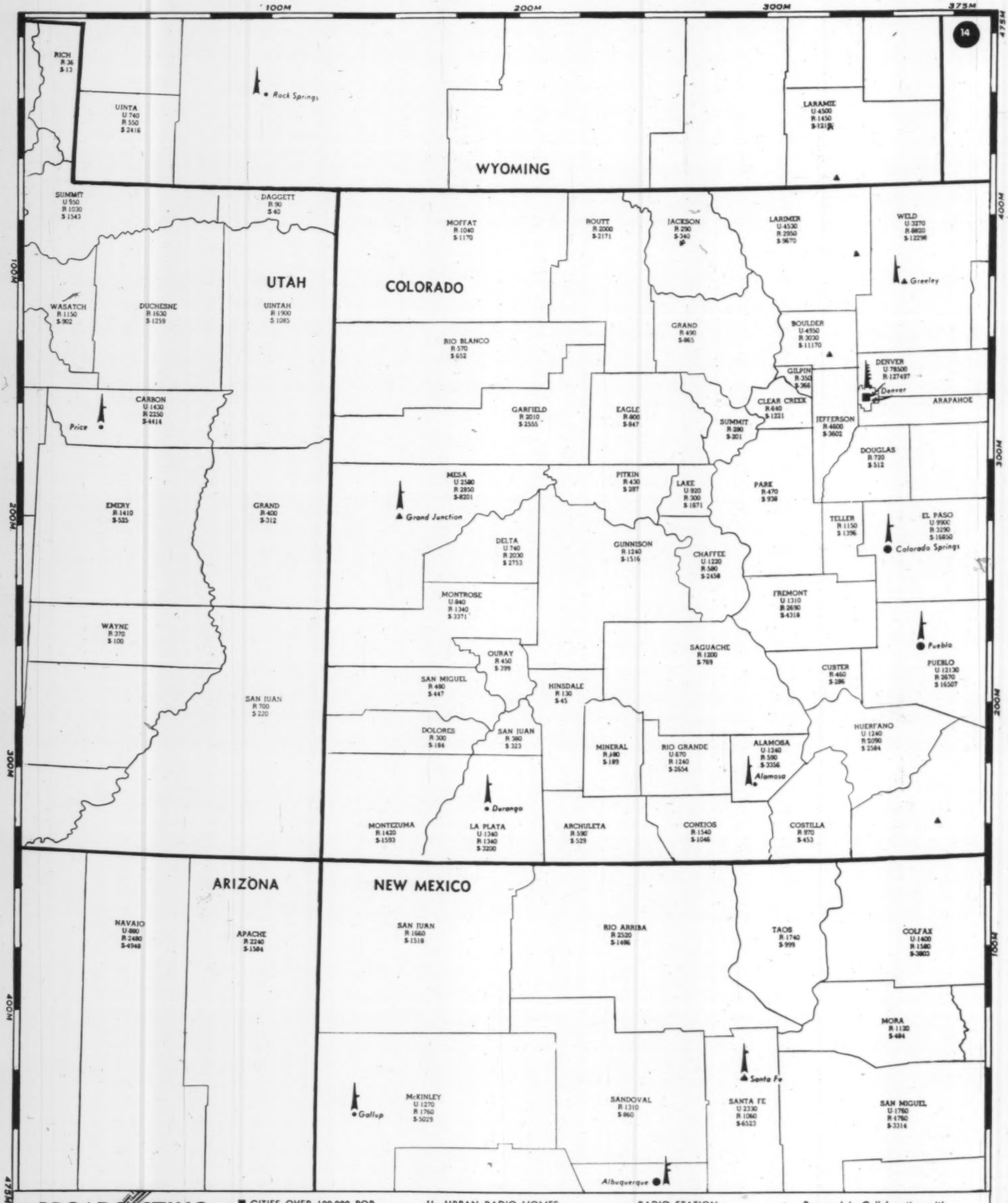
World's Greatest Broadcasting System

830 KC — 50,000 WATTS

KOA

1625 CALIFORNIA STREET

D E N V E R



BROADCASTING National Press Bldg. / Broadcast Advertising Washington, D. C.

■ CITIES OVER 100,000 POP.
● 25,000 - 100,000 POP.
▲ 10,000 - 25,000 POP.
• LESS THAN 10,000 POP. with RADIO STATION

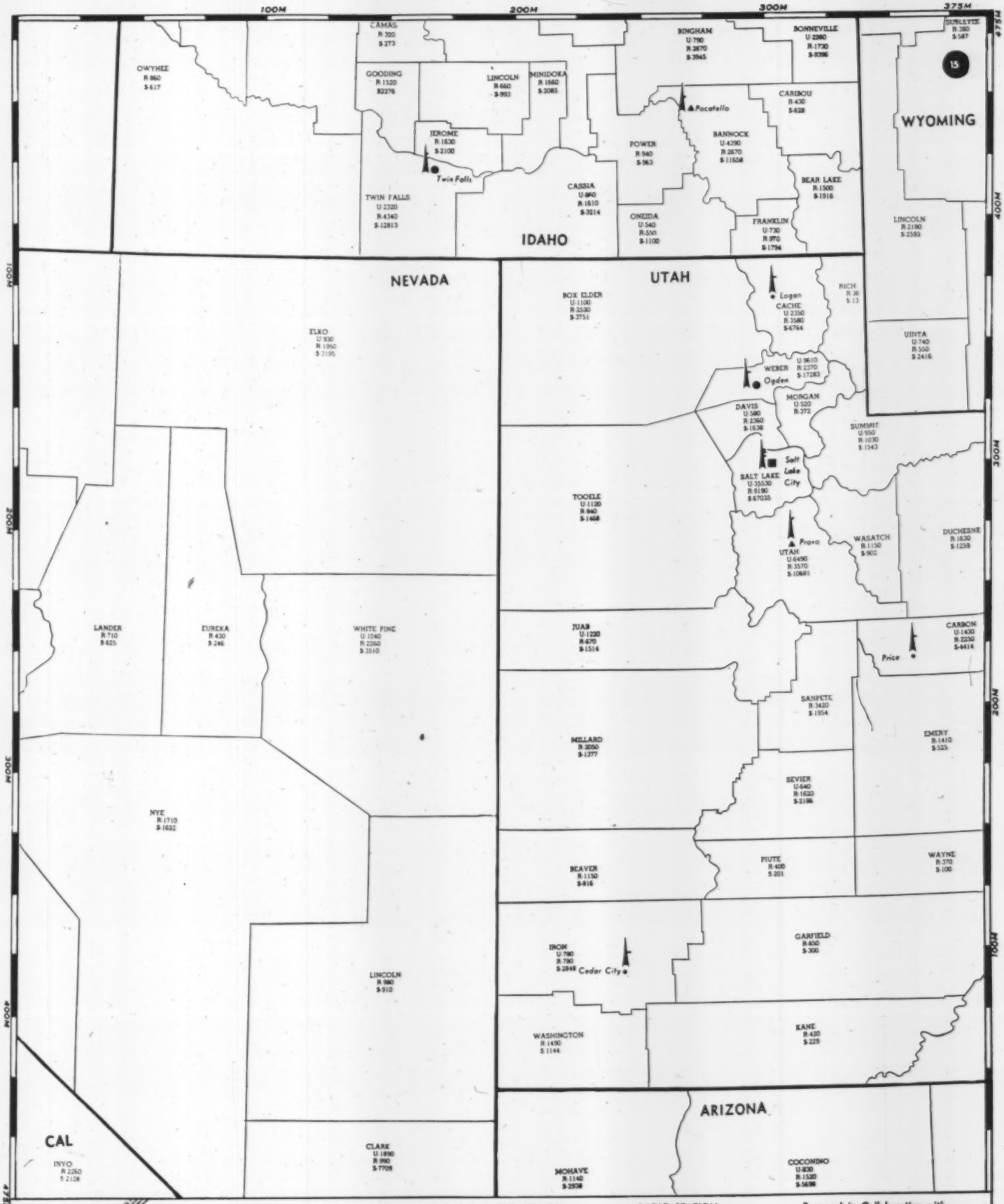
U URBAN RADIO HOMES
R RURAL RADIO HOMES
$ RETAIL SALES in THOUSANDS

RADIO STATION. FLAGS INDICATE NUMBER AUTHORIZED

*Counties with R only are entirely rural. Rural homes are those on farms or in communities of less than 2,500 population.

Prepared in Collaboration with WALTER P. BURN & ASSOCIATES, Inc. and EDGAR FELIX

Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Consus of Business, 1935. Authorized Stations: Federal Communications Commissions, May 1, 1939.


100M
200M
300M
375M
IDAHO
NEVADA
UTAH
WYOMING
ARIZONA
CAL
OWYHEE R 860 S 617
CAMAS R 320 S 273
GOODING R 1520 $2276
LINCOLN R 660 S 993
MINIDOKA R 1660 S 2085
JEROME R 1630 S 2100
Twin Falls
TWIN FALLS U 2320 R 4340 S 12813
BINGHAM U 790 R 2670 S 3945
BONNEVILLE U 2380 R 1730 S 8286
Pocatello
CARIBOU R 430 S 628
POWER R 940 S 963
BANNOCK U 4290 R 2670 S 11658
CASSIA U 890 R 1610 S 3214
ONEIDA U 540 R 550 S 1100
FRANKLIN U 730 R 970 S 1794
BEAR LAKE R 1500 S 1918
SUBLETTE R 380 S 587
15
LINCOLN R 2180 S 2580
UINTA U 740 R 550 S 2416
RICH R 30 S 13
BOX ELDER U 1100 R 2530 S 3751
Logan
CACHE U 2350 R 3580 S 6764
WEBER U 9610 R 2370 S 17283
Ogden
MORGAN U 520 R 375
DAVIS U 580 R 2360 S 1638
SUMMIT U 950 R 1030 S 1543
Salt Lake City
SALT LAKE U 35530 R 8190 S 67035
TOOELE U 1120 R 940 S 1468
Provo
UTAH U 6490 R 3570 S 10681
WASATCH R 1150 S 902
DUCHESNE R 1630 S 1258
JUAB U 1220 R 670 S 1514
CARBON U 1430 R 2250 S 4414
Price
SANPETE R 3420 S 1954
EMERY R 1410 S 525
MILLARD R 3050 S 1277
SEVIER U 640 R 1620 S 2186
PIUTE R 400 S 201
WAYNE R 370 S 100
BEAVER R 1150 S 816
GARFIELD R 850 S 300
IRON U 790 R 790 S 2848
Cedar City
WASHINGTON R 1490 S 1144
KANE R 430 S 229
ELKO U 930 R 1950 S 3190
LANDER R 710 S 625
EUREKA R 430 S 246
WHITE PINE U 1040 R 2260 S 3510
NYE R 1710 S 1622
LINCOLN R 980 S 910
CLARK U 1890 R 990 S 7709
INYO R 2260 S 2128
MOHAVE R 1140 S 2508
COCONINO U 830 R 1520 S 5698

BROADCASTING National Press Bldg. *Broadcast Advertising* Washington, D. C.

■ CITIES OVER 100,000 POP.
● 25,000 - 100,000 POP.
▲ 10,000 - 25,000 POP.
• LESS THAN 10,000 POP. with RADIO STATION

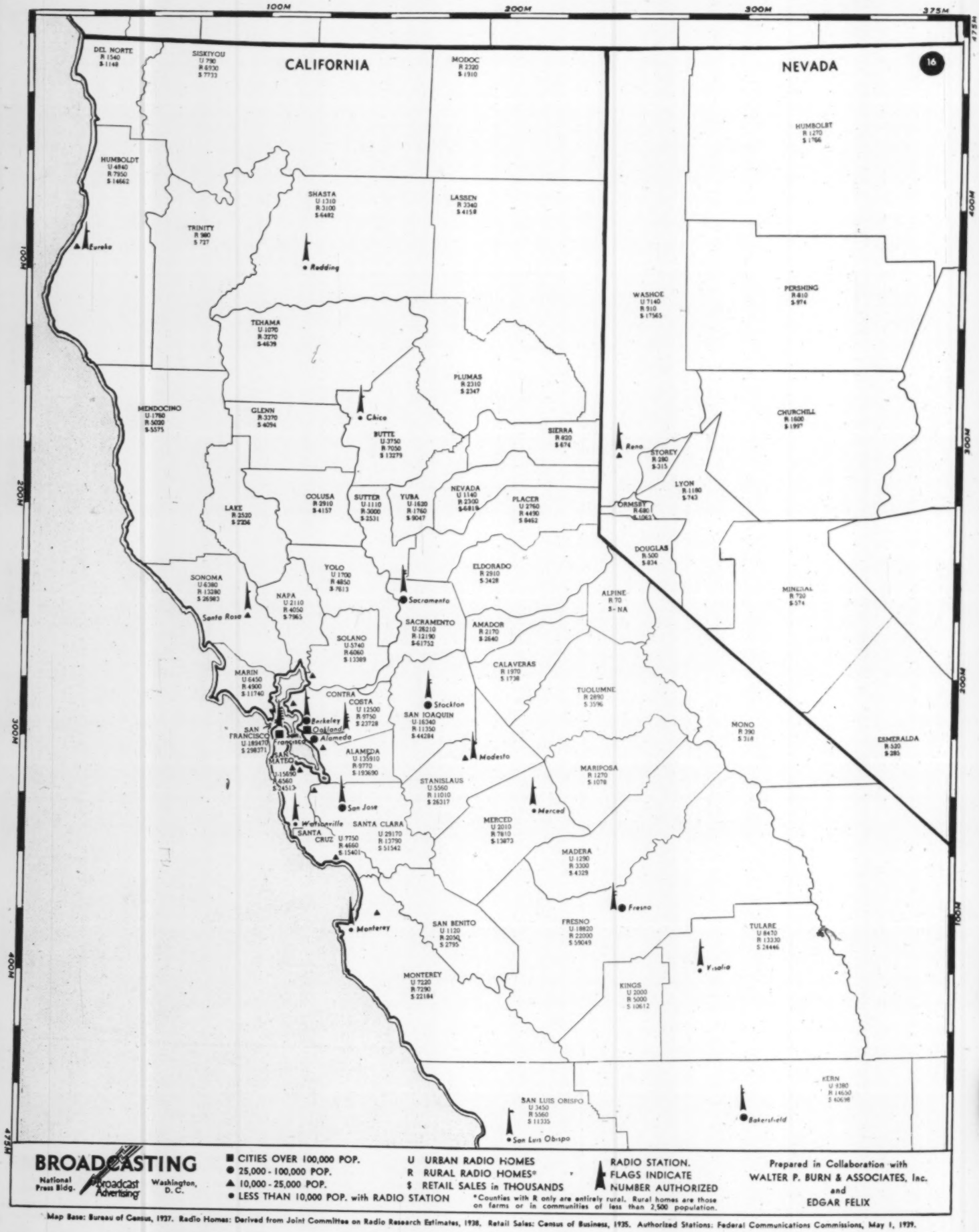
U URBAN RADIO HOMES
R RURAL RADIO HOMES*
$ RETAIL SALES in THOUSANDS

RADIO STATION. FLAGS INDICATE NUMBER AUTHORIZED

*Counties with R only are entirely rural. Rural homes are those on farms or in communities of less than 2,500 population.

Prepared in Collaboration with WALTER P. BURN & ASSOCIATES, Inc. and EDGAR FELIX

Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commission, May 1, 1939.


CALIFORNIA
NEVADA
16
100M
200M
300M
375M
475M
DEL NORTE R 1540 $ 1148
SISKIYOU U 790 R 8730 $ 7733
MODOC R 2320 $ 1910
HUMBOLDT U 4840 R 7950 $ 14662
TRINITY R 980 $ 727
SHASTA U 1310 R 3100 $ 6482
LASSEN R 3340 $ 4158
Eureka
Redding
TEHAMA U 1070 R 3270 $ 4639
PLUMAS R 2310 $ 2347
MENDOCINO U 1980 R 5020 $ 5575
GLENN R 3370 $ 4094
Chico
BUTTE U 3750 R 7050 $ 13279
SIERRA R 820 $ 674
COLUSA R 2910 $ 4157
SUTTER U 1110 R 3000 $ 2531
YUBA U 1620 R 1760 $ 9047
NEVADA U 1140 R 2300 $ 6816
PLACER U 2760 R 4490 $ 8462
LAKE R 2520 $ 2226
YOLO U 1700 R 4850 $ 7813
ELDORADO R 2910 $ 3428
SONOMA U 6380 R 13280 $ 26980
NAPA U 2110 R 4050 $ 7965
Santa Rosa
Sacramento
SACRAMENTO U 28210 R 12190 $ 61752
AMADOR R 2170 $ 2640
SOLANO U 5740 R 6060 $ 13389
MARIN U 6450 R 4900 $ 11740
CONTRA COSTA U 12500 R 9750 $ 23728
Berkeley
Oakland
Alameda
SAN FRANCISCO U 189470 $ 298371
SAN MATEO U 15690 R 6560 $ 24513
ALAMEDA U 135910 R 9770 $ 193690
Stockton
SAN JOAQUIN U 16340 R 11350 $ 44284
CALAVERAS R 1970 $ 1738
TUOLUMNE R 2890 $ 3596
Modesto
MARIPOSA R 1270 $ 1078
MONO R 390 $ 318
ESMERALDA R 520 $ 280
STANISLAUS U 5560 R 11010 $ 26317
San Jose
Watsonville
SANTA CLARA U 29170 R 13790 $ 51542
SANTA CRUZ U 7750 R 4660 $ 15401
Merced
MERCED U 2010 R 7810 $ 13873
MADERA U 1290 R 3300 $ 4329
Fresno
Monterey
SAN BENITO U 1120 R 2054 $ 2795
FRESNO U 18820 R 22000 $ 59049
TULARE U 8470 R 13230 $ 24446
Visalia
MONTEREY U 7220 R 7290 $ 22184
KINGS U 2000 R 5000 $ 10612
KERN U 9380 R 14650 $ 40698
Bakersfield
SAN LUIS OBISPO U 3450 R 5560 $ 11335
San Luis Obispo
HUMBOLDT R 1270 $ 1766
WASHOE U 7140 R 910 $ 17565
PERSHING R 810 $ 974
Reno
CHURCHILL R 1600 $ 1997
STOREY R 280 $ 315
LYON R 1180 $ 743
ORMSBY R 680 $ 1063
DOUGLAS R 500 $ 834
ALPINE R 70 $ - NA
MINERAL R 720 $ 574

BROADCASTING Broadcast Advertising — National Press Bldg. Washington, D. C.

■ CITIES OVER 100,000 POP.
● 25,000 - 100,000 POP.
▲ 10,000 - 25,000 POP.
● LESS THAN 10,000 POP. with RADIO STATION

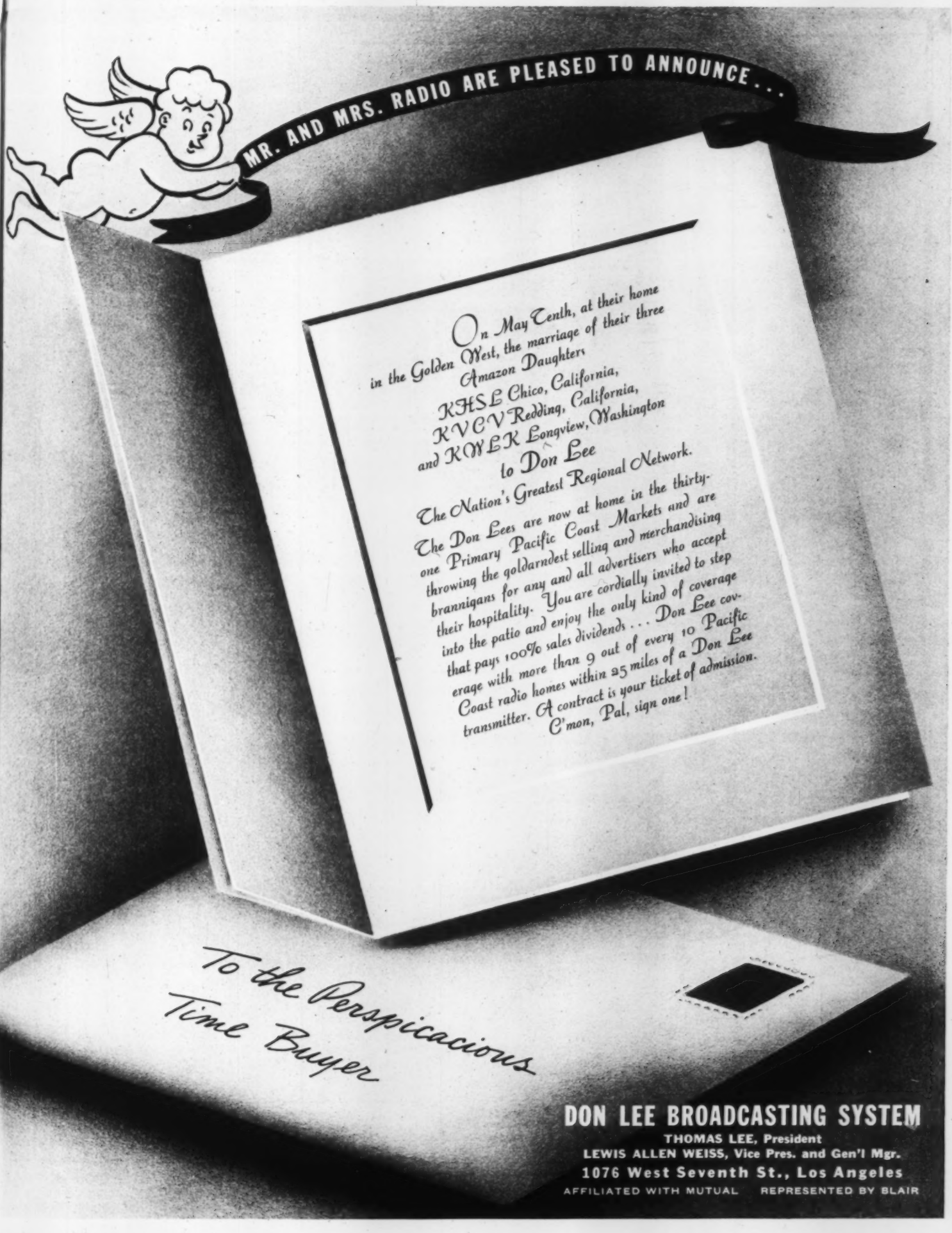
U URBAN RADIO HOMES
R RURAL RADIO HOMES*
$ RETAIL SALES in THOUSANDS

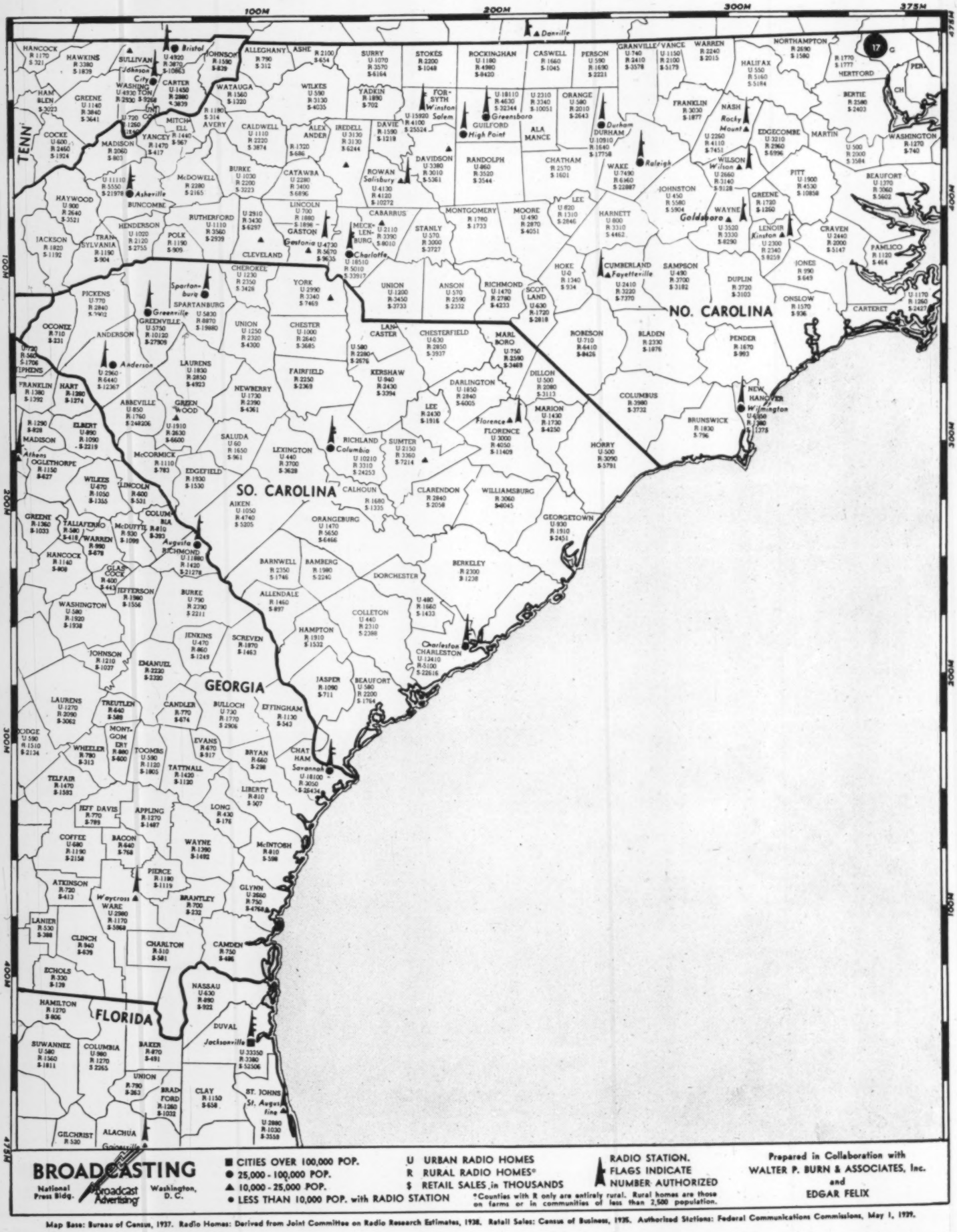
RADIO STATION. FLAGS INDICATE NUMBER AUTHORIZED

*Counties with R only are entirely rural. Rural homes are those on farms or in communities of less than 2,500 population.

Prepared in Collaboration with WALTER P. BURN & ASSOCIATES, Inc. and EDGAR FELIX

Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commission, May 1, 1939.

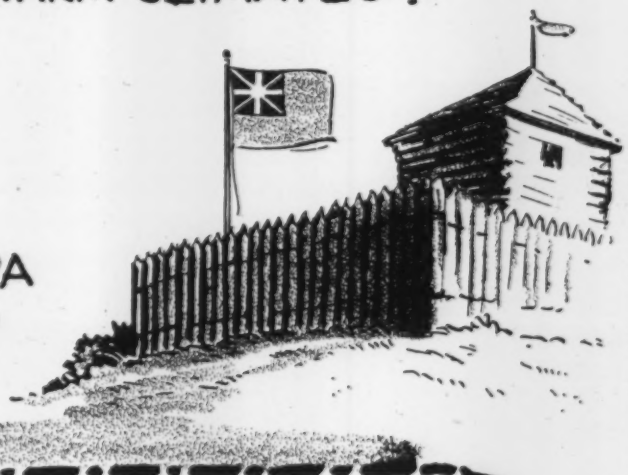

MR. AND MRS. RADIO ARE PLEASED TO ANNOUNCE . . .
On May Tenth, at their home
in the Golden West, the marriage of their three
Amazon Daughters
KHSL Chico, California,
KVCV Redding, California,
and KWLK Longview, Washington
to Don Lee
The Nation's Greatest Regional Network.
The Don Lees are now at home in the thirty-
one Primary Pacific Coast Markets and are
throwing the goldarndest selling and merchandising
brannigans for any and all advertisers who accept
their hospitality. You are cordially invited to step
into the patio and enjoy the only kind of coverage
that pays 100% sales dividends . . . Don Lee cov-
erage with more than 9 out of every 10 Pacific
Coast radio homes within 25 miles of a Don Lee
transmitter. A contract is your ticket of admission.
C'mon, Pal, sign one!
To the Perspicacious
Time Buyer
DON LEE BROADCASTING SYSTEM
THOMAS LEE, President
LEWIS ALLEN WEISS, Vice Pres. and Gen'l Mgr.
1076 West Seventh St., Los Angeles
AFFILIATED WITH MUTUAL
REPRESENTED BY BLAIR



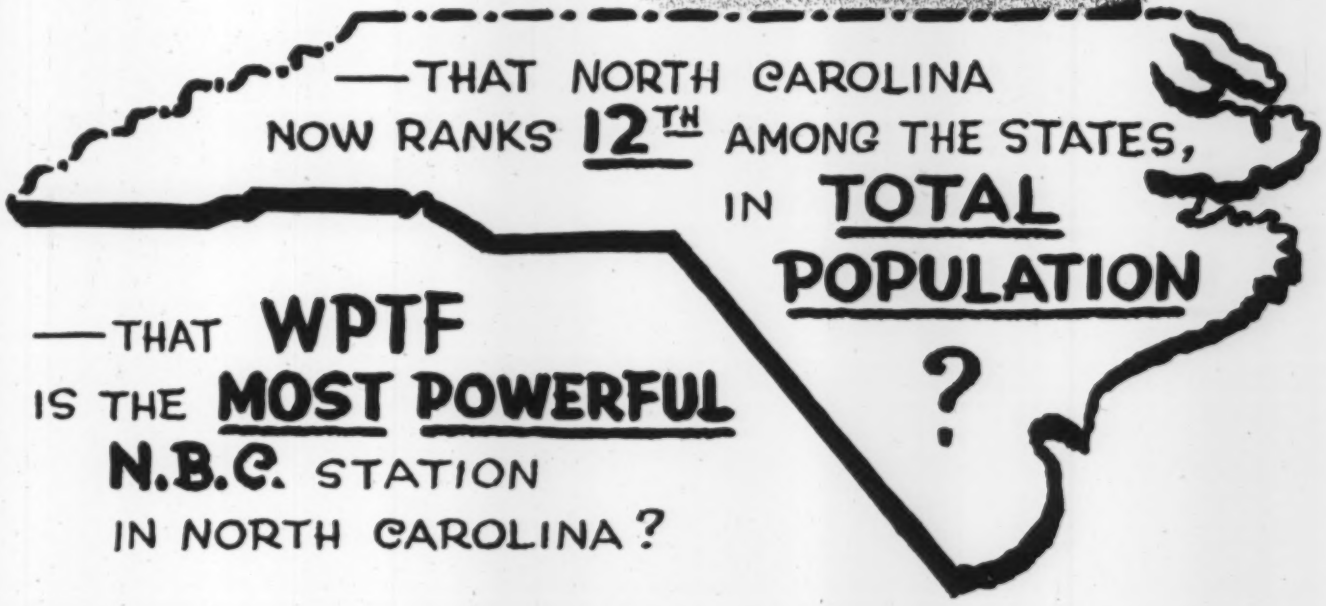
Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commission, May 1, 1939.

DO YOU KNOW?—

—THAT POLAR BEARS DO NOT SUFFER FROM **HEAT** IN WARM CLIMATES?



—THAT THE **FIRST** ENGLISH COLONY IN AMERICA WAS IN NORTH CAROLINA?

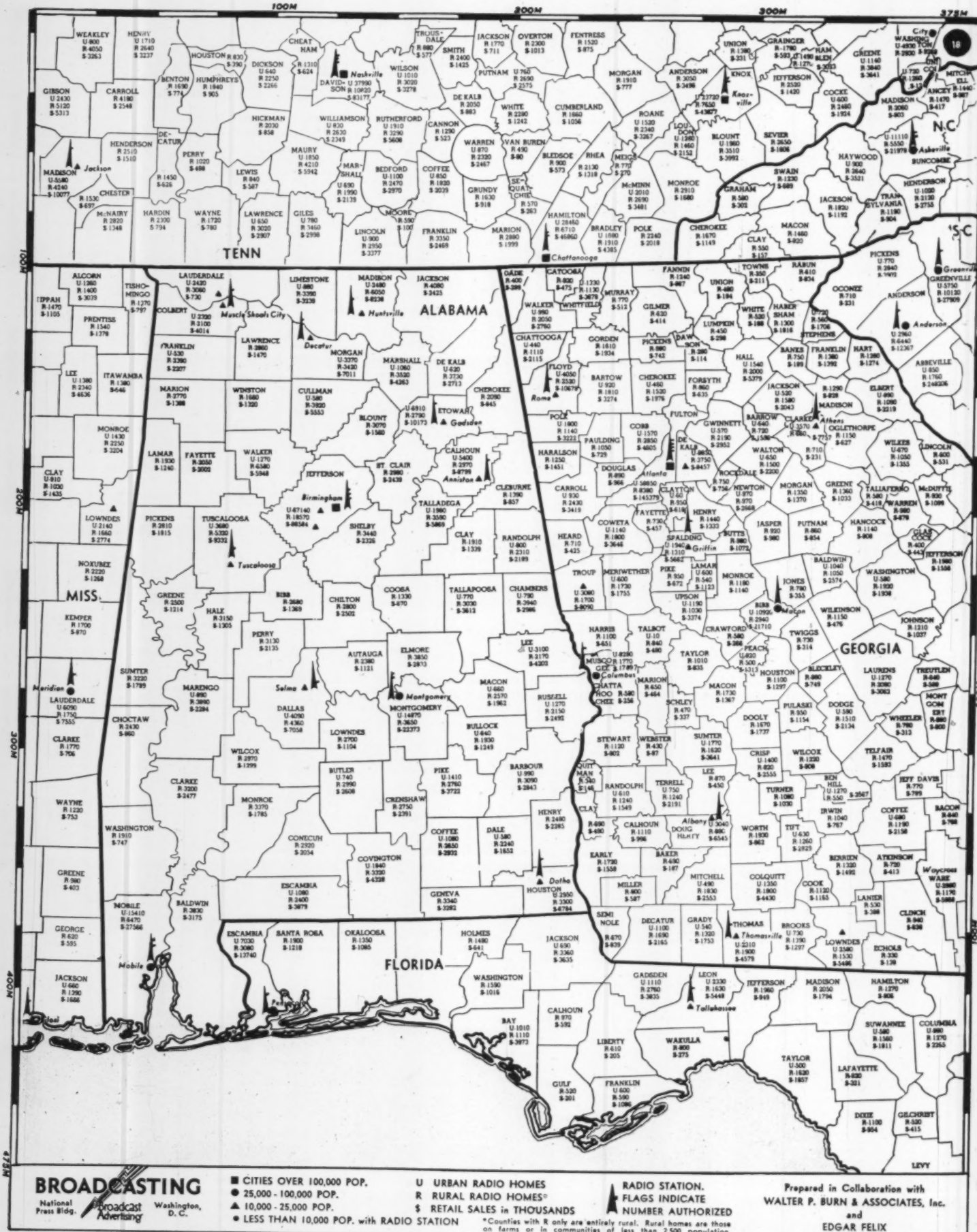


—THAT NORTH CAROLINA NOW RANKS **12TH** AMONG THE STATES, IN **TOTAL POPULATION**?

—THAT **WPTF** IS THE **MOST POWERFUL** **N.B.C.** STATION IN NORTH CAROLINA?

WPTF

RALEIGH, N.C.
5,000 WATTS—CLEAR CHANNEL
FREE & PETERS, INC., NAT'L REPRESENTATIVES



BROADCASTING Broadcast Advertising
National Press Bldg. Washington, D. C.

- ■ CITIES OVER 100,000 POP.
- ● 25,000 - 100,000 POP.
- ▲ 10,000 - 25,000 POP.
- • LESS THAN 10,000 POP. with RADIO STATION

U URBAN RADIO HOMES
R RURAL RADIO HOMES*
$ RETAIL SALES in THOUSANDS

RADIO STATION. FLAGS INDICATE NUMBER AUTHORIZED

*Counties with R only are entirely rural. Rural homes are those on farms or in communities of less than 2,500 population.

Prepared in Collaboration with
WALTER P. BURN & ASSOCIATES, Inc.
and
EDGAR FELIX

Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commissions, May 1, 1939.

56.6% Increase RADIO HOMES in DURING THE PAST 2 YEARS

...AND STILL GOING UP!

WNOX, with concentrated audiences in Tennessee, Kentucky, Virginia and North Carolina, has enjoyed a 56.6% increase in Radio Homes during the past two years. This is due tc increased electrification under the TVA, whose headquarters are located in Knoxville. So NOW is the time to place your Advertising campaigns in this constantly *growing* and *profitable* Sales market!

Represented by
The Branham Company

Owned and Operated by
SCRIPPS-HOWARD RADIO, INC.

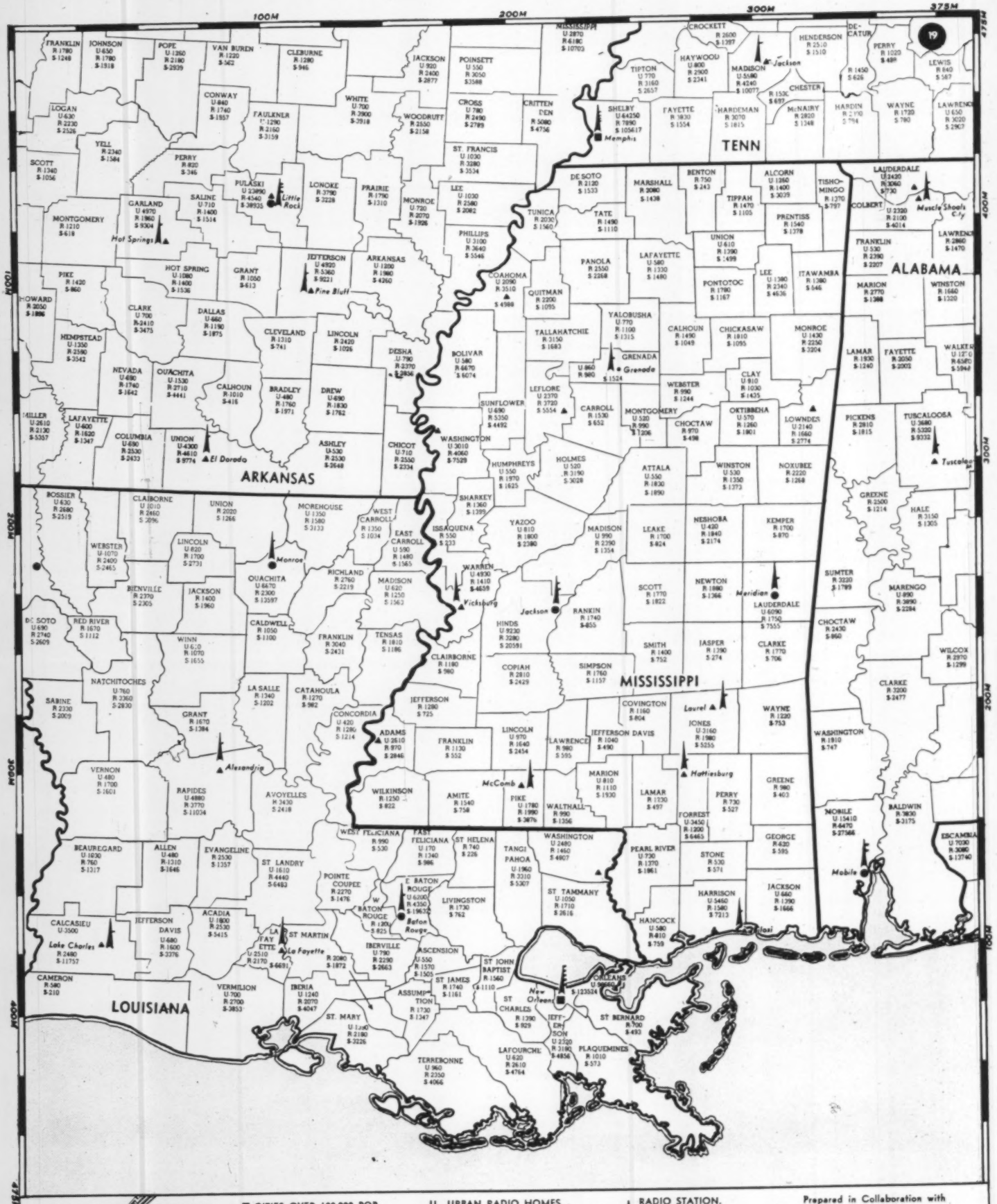
5 Kw. Day
1 Kw. Night
1010 Kc.

WNOX

Columbia Broadcasting System

KNOXVILLE, TENN.

"The Selling Station in a Buying Area"



BROADCASTING *Broadcast Advertising*
National Press Bldg. Washington, D. C.

■ CITIES OVER 100,000 POP.
● 25,000 - 100,000 POP.
▲ 10,000 - 25,000 POP.
• LESS THAN 10,000 POP. with RADIO STATION

U URBAN RADIO HOMES
R RURAL RADIO HOMES*
$ RETAIL SALES in THOUSANDS

RADIO STATION. FLAGS INDICATE NUMBER AUTHORIZED

*Counties with R only are entirely rural. Rural homes are those on farms or in communities of less than 2,500 population.

Prepared in Collaboration with
WALTER P. BURN & ASSOCIATES, Inc.
and
EDGAR FELIX

Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commissions, May 1, 1939.

The greatest number of *leading programs* attracts the greatest *listening audience*

and WMC *Memphis*

Broadcasts Commercially

more **NETWORK** (NBC-RED)

more **NATIONAL SPOT**

AND

more **LOCAL PROGRAMS**

than any other station in the Mid-South

5,000 WATTS DAY
1,000 WATTS NIGHT **WMC** MEMPHIS

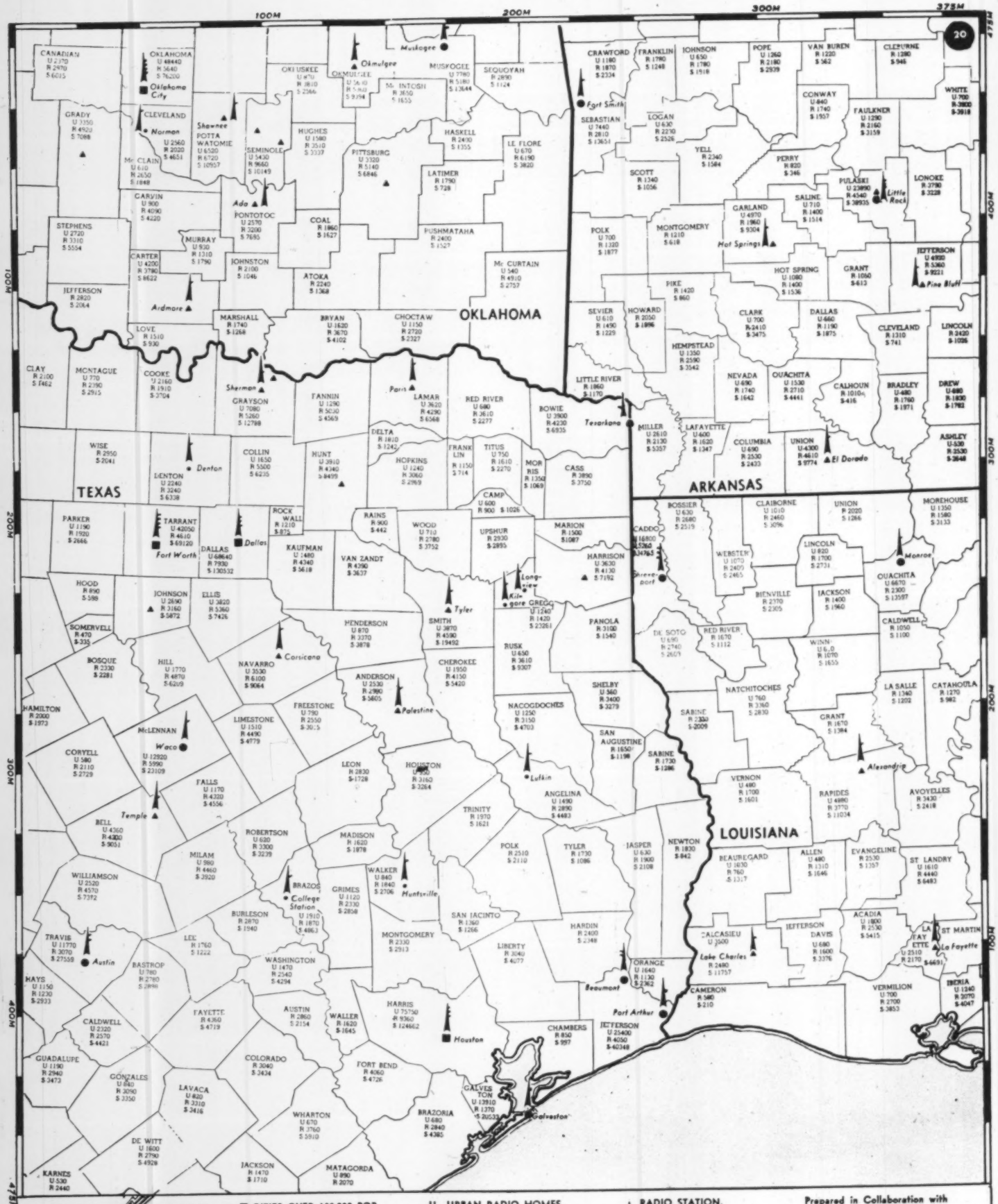
owned and operated by

THE COMMERCIAL APPEAL

"The South's Greatest Newspaper"

NATIONAL REPRESENTATIVE: THE BRANHAM COMPANY

FOR AUDIENCE, RESPONSE *and* **RESULTS . . .** *it's* **WMC**



Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commission, May 1, 1939.

Just Another SKYSCRAPER in SHREVEPORT LOUISIANA

New 17 Story Bank Building Construction To Start Soon

No wonder everybody's working in Shreveport. Building permits this year will greatly exceed the record breaking 1938.

Construction will soon start on the 17 story air-conditioned Commercial Bank building shown in illustration. All available office space has already been leased.

Night and day shifts are now at work on a seven story air-conditioned office building for the United Gas and Union Producing Company. 300 new families will be moved to Shreveport from HOUSTON, TEXAS, upon completion of this new building.

KWKH reaches this rich, able-to-buy AND RECEPTIVE MARKET from 6 A. M. to 12 P. M. Make Shreveport your test campaign city and watch sales grow.

KWKH

SHREVEPORT LOUISIANA

50,000 WATTS

APPROXIMATELY AUG. 15th

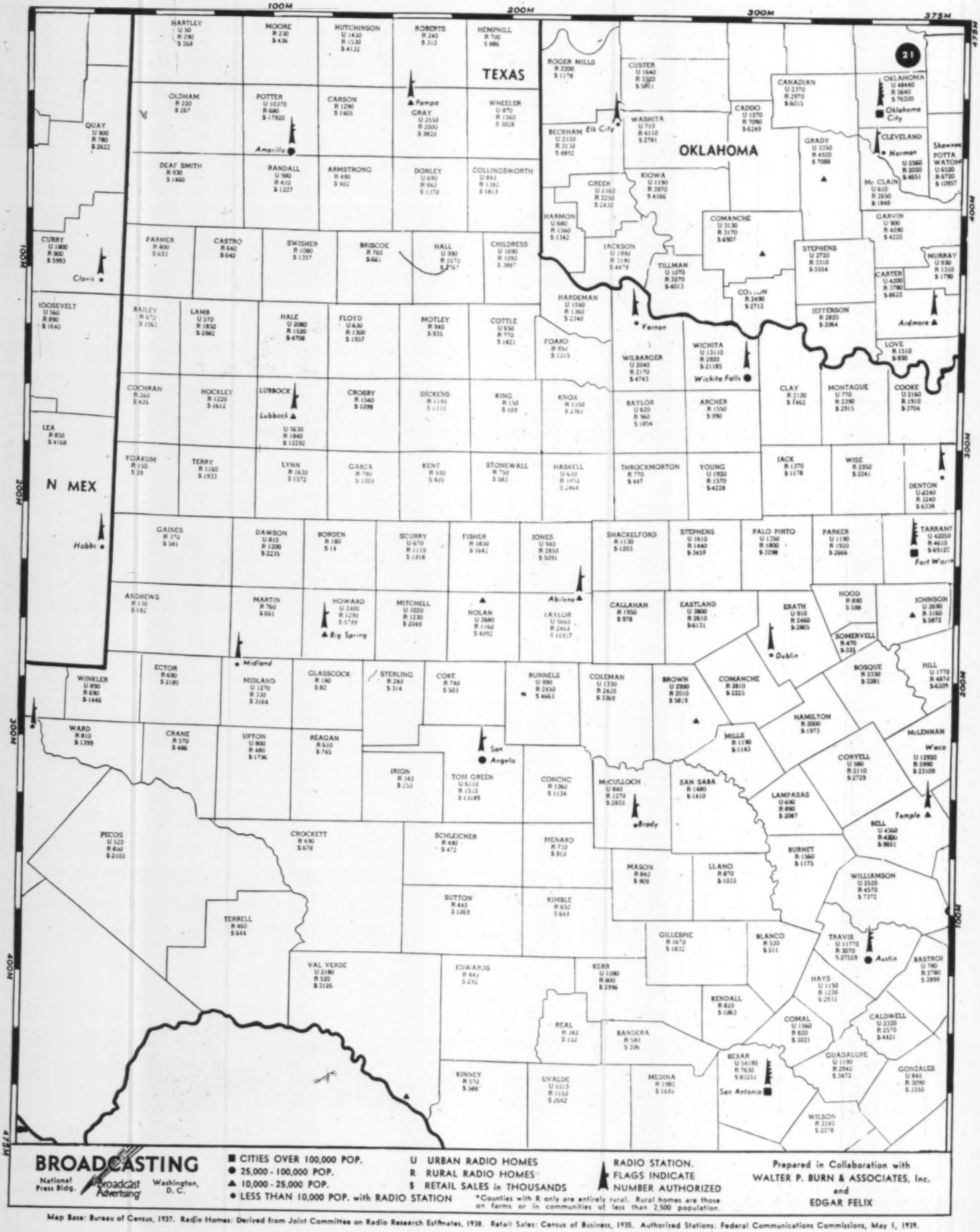
A SHREVEPORT TIMES STATION

. . . . in the heart of the world's greatest oil and gas area . . . . . .

CBS

Represented by

THE BRANHAM CO.



BROADCASTING Broadcast Advertising — National Press Bldg. Washington, D. C.

■ CITIES OVER 100,000 POP.
● 25,000 - 100,000 POP.
▲ 10,000 - 25,000 POP.
• LESS THAN 10,000 POP. with RADIO STATION

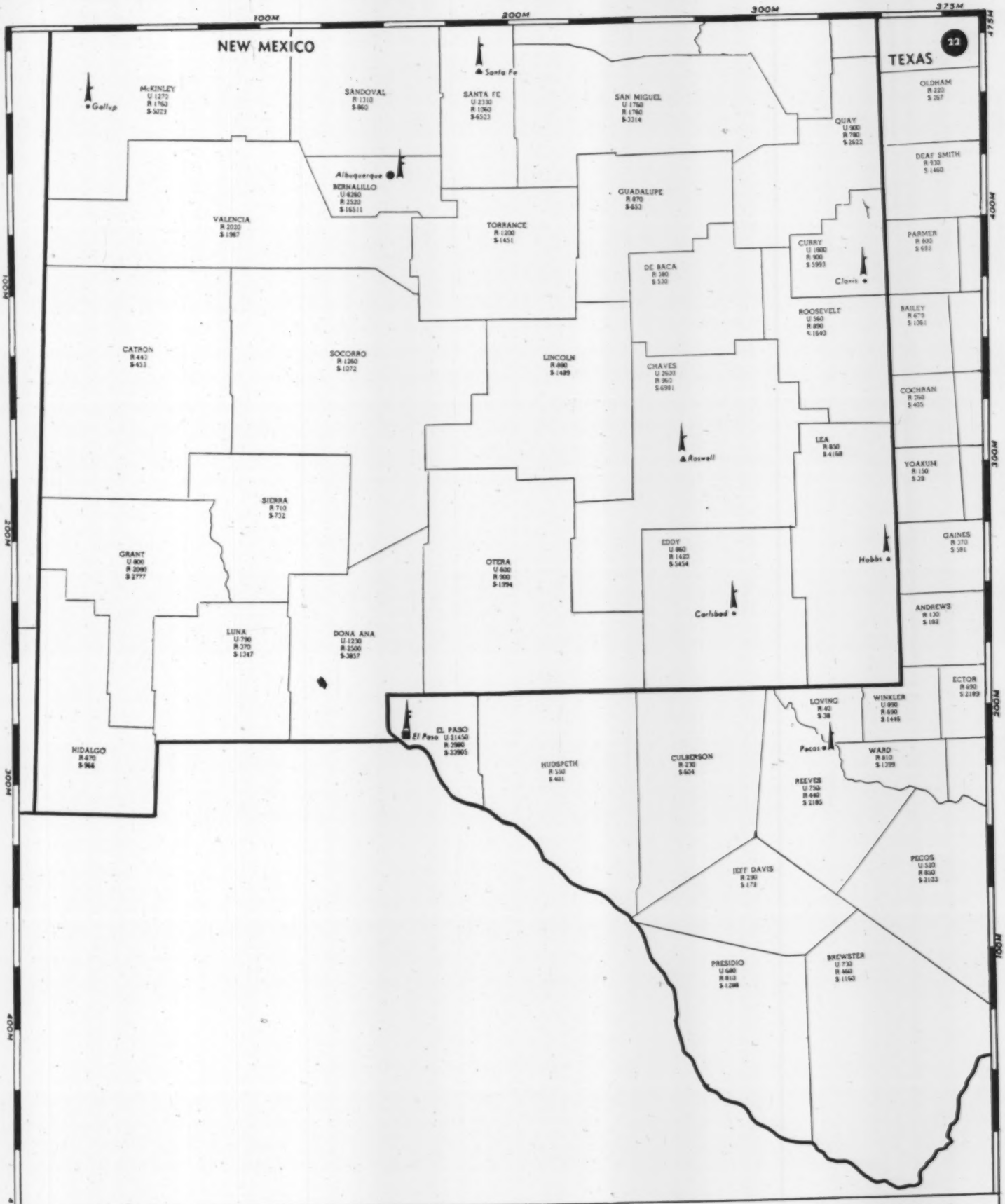
U URBAN RADIO HOMES
R RURAL RADIO HOMES
$ RETAIL SALES in THOUSANDS

RADIO STATION. FLAGS INDICATE NUMBER AUTHORIZED

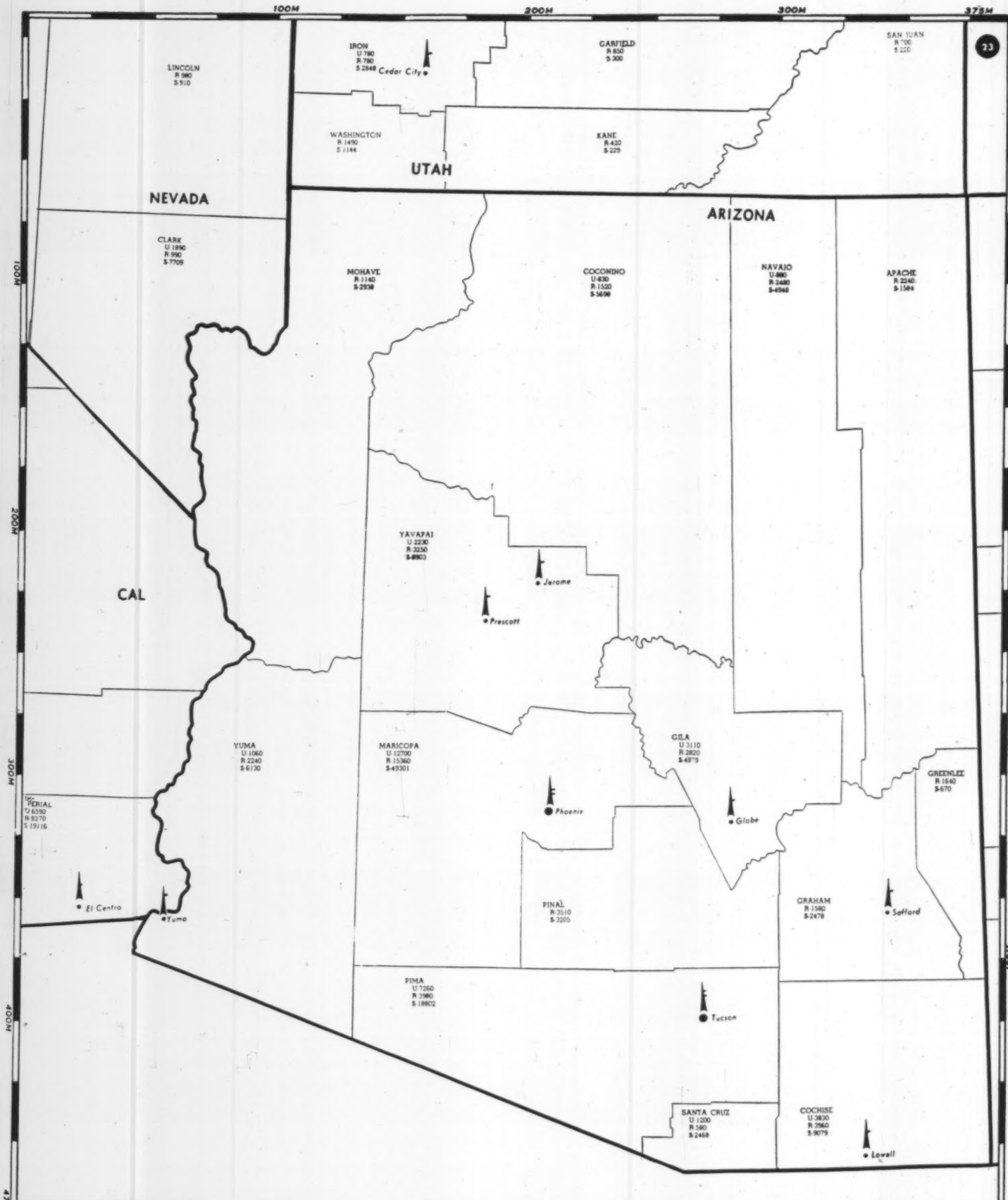
*Counties with R only are entirely rural. Rural homes are those on farms or in communities of less than 2,500 population.

Prepared in Collaboration with WALTER P. BURN & ASSOCIATES, Inc. and EDGAR FELIX

Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commissions, May 1, 1939.


NEW MEXICO
TEXAS
22
Gallup
Santa Fe
Albuquerque
Clovis
Roswell
Hobbs
Carlsbad
El Paso
Pecos
McKINLEY U 1270 R 1763 $-5023
SANDOVAL R 1310 $-860
SANTA FE U 2330 R 1060 $-6523
SAN MIGUEL U 1760 R 1760 $-2314
QUAY U 900 R 780 $-2622
BERNALILLO U 6260 R 2520 $-16511
VALENCIA R 2020 $-1987
TORRANCE R 1200 $-1451
GUADALUPE R 870 $-653
DE BACA R 380 $-530
CURRY U 1900 R 900 $-5993
ROOSEVELT U 560 R 890 $-1640
CATRON R 443 $-432
SOCORRO R 1260 $-1072
LINCOLN R 880 $-1489
CHAVES U 2600 R 960 $-6981
LEA R 850 $-4168
SIERRA R 710 $-732
GRANT U 800 R 2080 $-2777
OTERO U 600 R 900 $-1994
EDDY U 860 R 1423 $-5454
LUNA U 790 R 270 $-1347
DONA ANA U 1230 R 2500 $-3857
HIDALGO R 670 $-966
EL PASO U 21450 R 2980 $-32905
HUDSPETH R 550 $-401
CULBERSON R 230 $-604
LOVING R 40 $-38
WINKLER U 890 R 690 $-1446
WARD R 810 $-1399
REEVES U 750 R 660 $-2185
JEFF DAVIS R 230 $-179
PECOS U 520 R 850 $-2103
PRESIDIO U 680 R 810 $-1288
BREWSTER U 730 R 460 $-1160
OLDHAM R 320 $-267
DEAF SMITH R 930 $-1460
PARMER R 600 $-632
BAILEY R 670 $-1061
COCHRAN R 260 $-405
YOAKUM R 150 $-28
GAINES R 370 $-581
ANDREWS R 130 $-182
ECTOR R 690 $-2189
100M
200M
300M
375M
475M
400M
300M
200M
100M
■ CITIES OVER 100,000 POP.
● 25,000 - 100,000 POP.
▲ 10,000 - 25,000 POP.
• LESS THAN 10,000 POP. with RADIO STATION
U URBAN RADIO HOMES
R RURAL RADIO HOMES*
$ RETAIL SALES in THOUSANDS
RADIO STATION. FLAGS INDICATE NUMBER AUTHORIZED
*Counties with R only are entirely rural. Rural homes are those on farms or in communities of less than 2,500 population.
BROADCASTING
National Press Bldg. Broadcast Advertising Washington, D. C.
Prepared in Collaboration with
WALTER P. BURN & ASSOCIATES, Inc.
and
EDGAR FELIX

Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commissions, May 1, 1939.



BROADCASTING National Press Bldg. *Broadcast Advertising* Washington, D. C

■ CITIES OVER 100,000 POP.
● 25,000 - 100,000 POP.
▲ 10,000 - 25,000 POP.
• LESS THAN 10,000 POP. with RADIO STATION

U URBAN RADIO HOMES
R RURAL RADIO HOMES*
$ RETAIL SALES in THOUSANDS

RADIO STATION. FLAGS INDICATE NUMBER AUTHORIZED

*Counties with R only are entirely rural. Rural homes are those on farms or in communities of less than 2,500 population.

Prepared in Collaboration with
WALTER P. BURN & ASSOCIATES, Inc.
and
EDGAR FELIX

Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commissions, May 1, 1939.

Hoot Mon, here's the Thrifty Phoenix Plan*

for Merchandising Radio Advertising!

it was done thus for Scotch Soap:

1. Lassies in kilts roamed streets acquainting folks with the new show.
2. Teaser ads placed in local class-ified sections regarding Scotch lassies.
3. Cardboard announcement posters prepared and placed in dealers' windows.
4. Announcement folders printed and mailed to leading grocers.
5. Special Scotch Soap contest conducted by KOY.
6. Scotch Soap program listing in local radio columns shown in BOLD-FACE type.
7. Skilled merchandiser arranged Scotch Soap displays in over 100 grocery stores.
8. Short transcribed announcements invited listeners to tune in.
9. Live teaser announcements broadcast a week in advance of program.

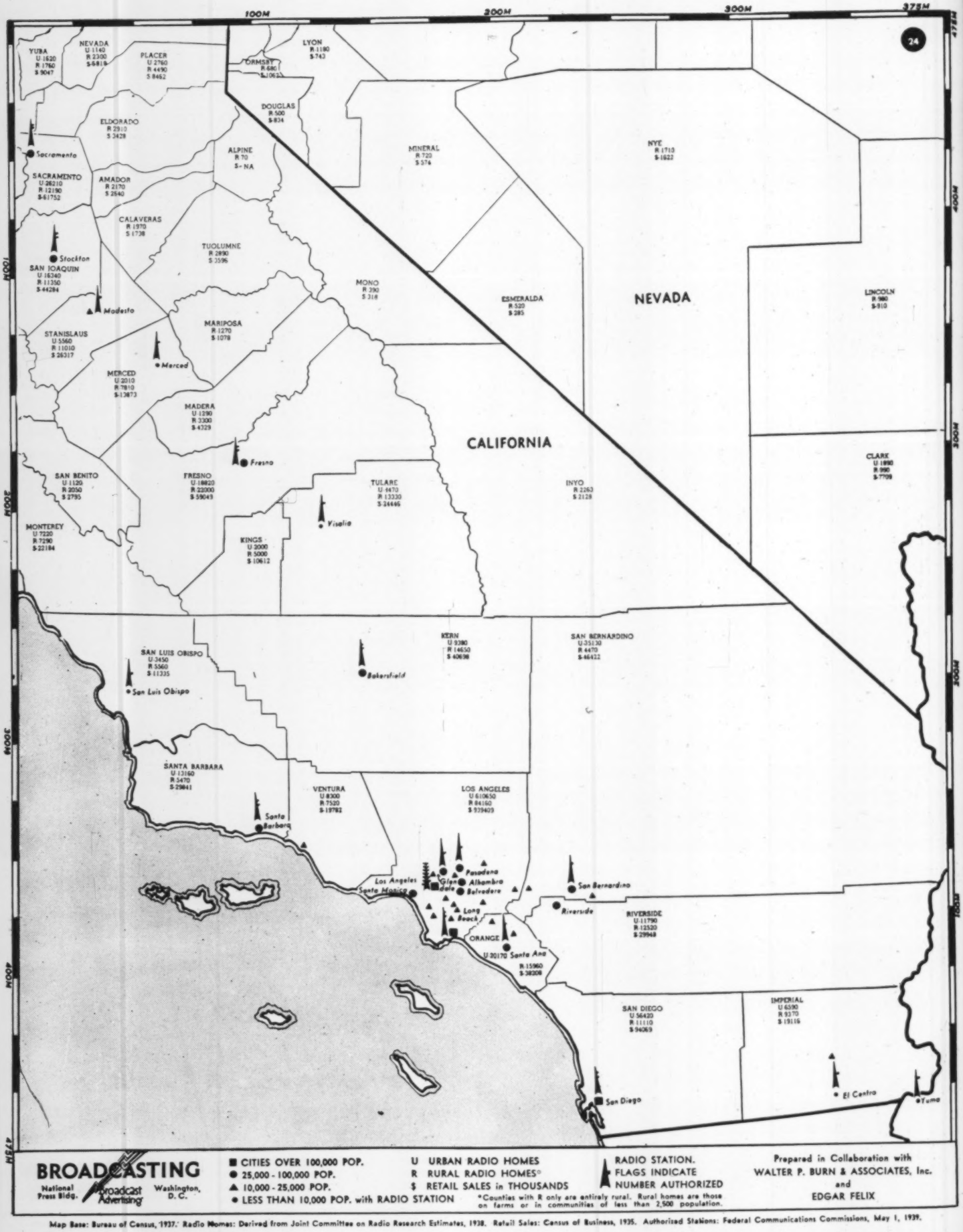
ask Borden Co.
ask Richfield Oil Co.
ask Alka-Seltzer
ask John Blair
ask KOY

Phoenix* KOY Arizona

CBS
1,000 WATTS

BURRIDGE D. BUTLER
Chairman
FRED PALMER
Manager

It got results for others, too—KOY will do it for you!



Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commission, May 1, 1939.

Two views of the *Potent* Interior California Market—*The third market in the West*

Note the length and breadth of this mighty land—note the lofty mountains which encircle it, and resolve that to cover this area you **MUST** use the powerful McClatchy stations.

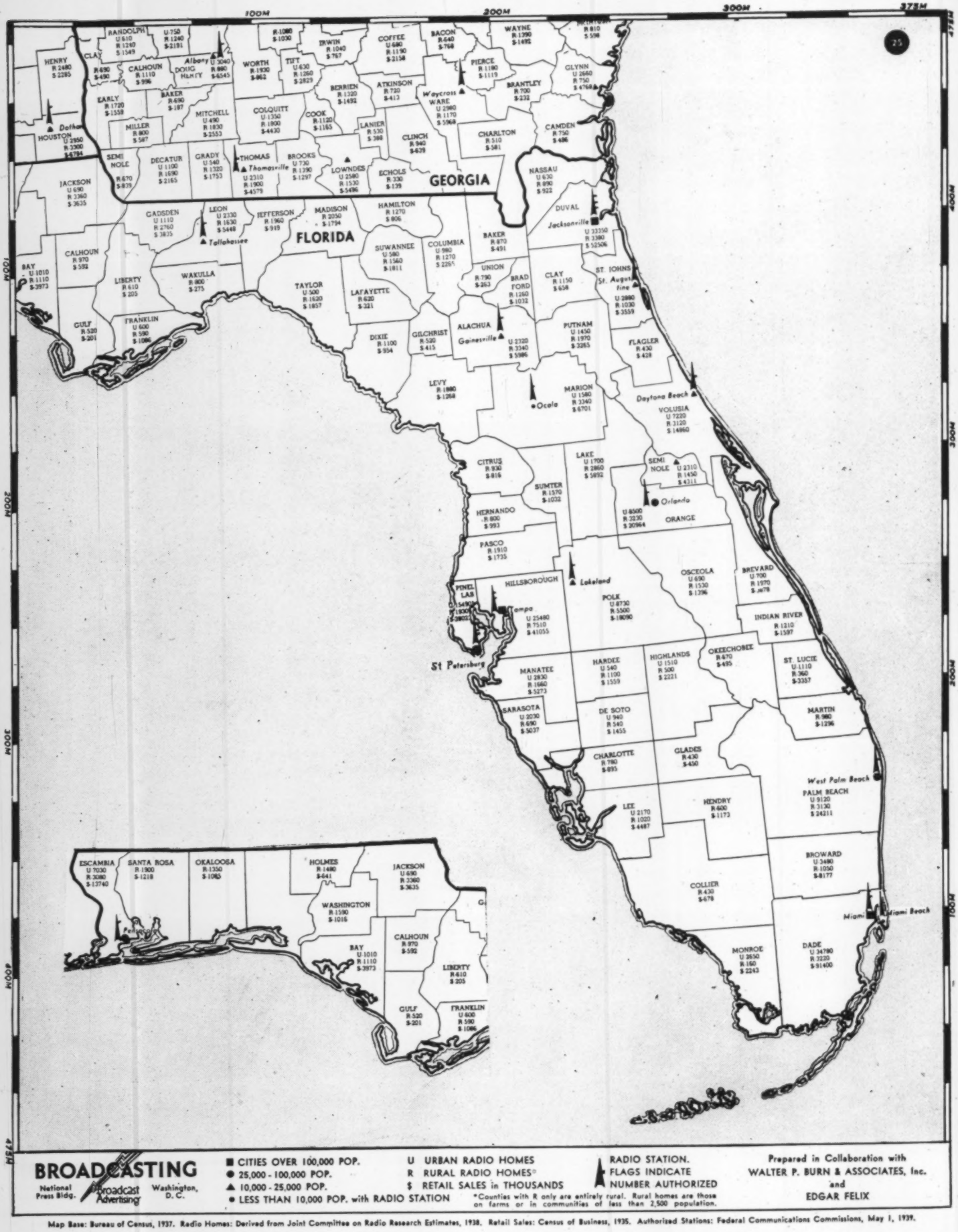
Radio Stations

KFBK at Sacramento
KWG at Stockton
KMJ at Fresno
KERN at Bakersfield

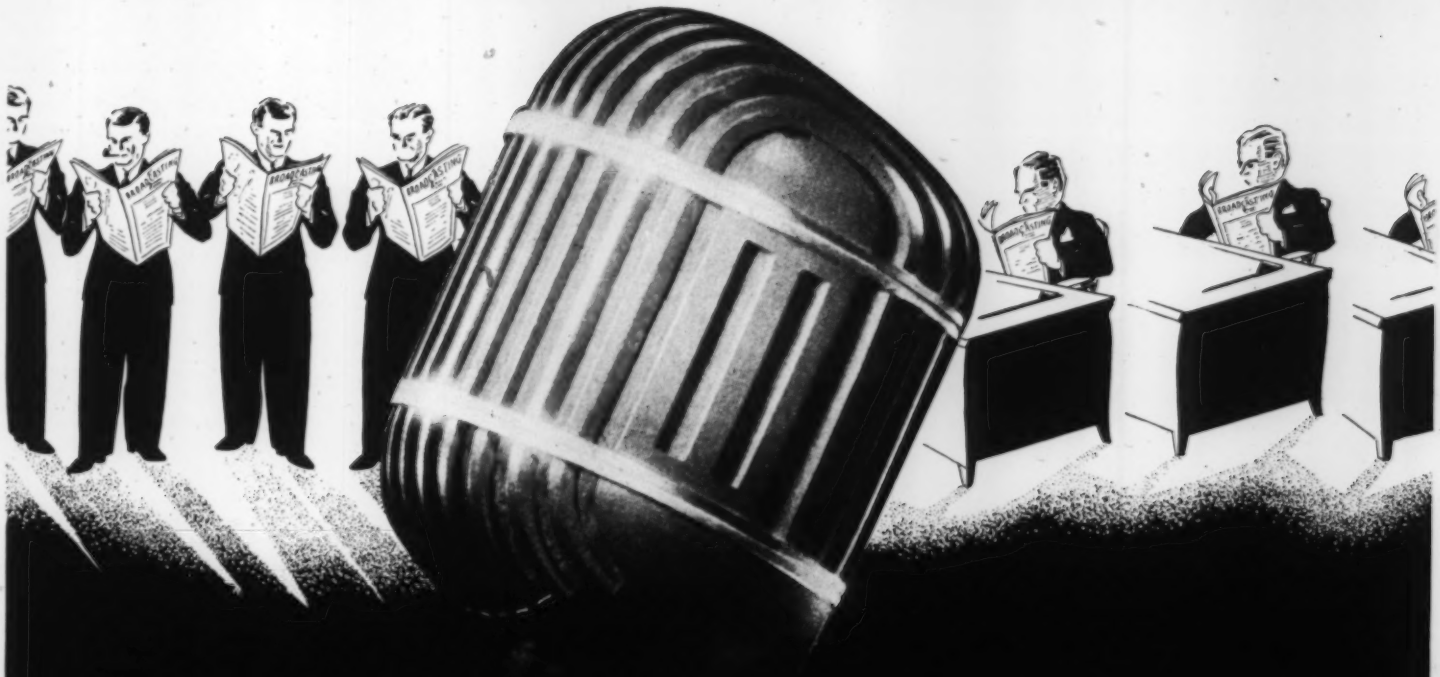
McClatchy Broadcasting Co.

SACRAMENTO, CALIFORNIA

Represented Nationally by Paul H. Raymer Company


GEORGIA
FLORIDA
Tallahassee
Jacksonville
Gainesville
Ocala
Orlando
Daytona Beach
Lakeland
St Petersburg
West Palm Beach
Miami
Miami Beach
Pensacola
BROADCASTING
National Press Bldg. Broadcast Advertising Washington, D.C.
■ CITIES OVER 100,000 POP.
● 25,000 - 100,000 POP.
▲ 10,000 - 25,000 POP.
● LESS THAN 10,000 POP. with RADIO STATION
U URBAN RADIO HOMES
R RURAL RADIO HOMES*
$ RETAIL SALES in THOUSANDS
RADIO STATION. FLAGS INDICATE NUMBER AUTHORIZED
*Counties with R only are entirely rural. Rural homes are those on farms or in communities of less than 2,500 population.
Prepared in Collaboration with WALTER P. BURN & ASSOCIATES, Inc. and EDGAR FELIX

Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commissions, May 1, 1939.



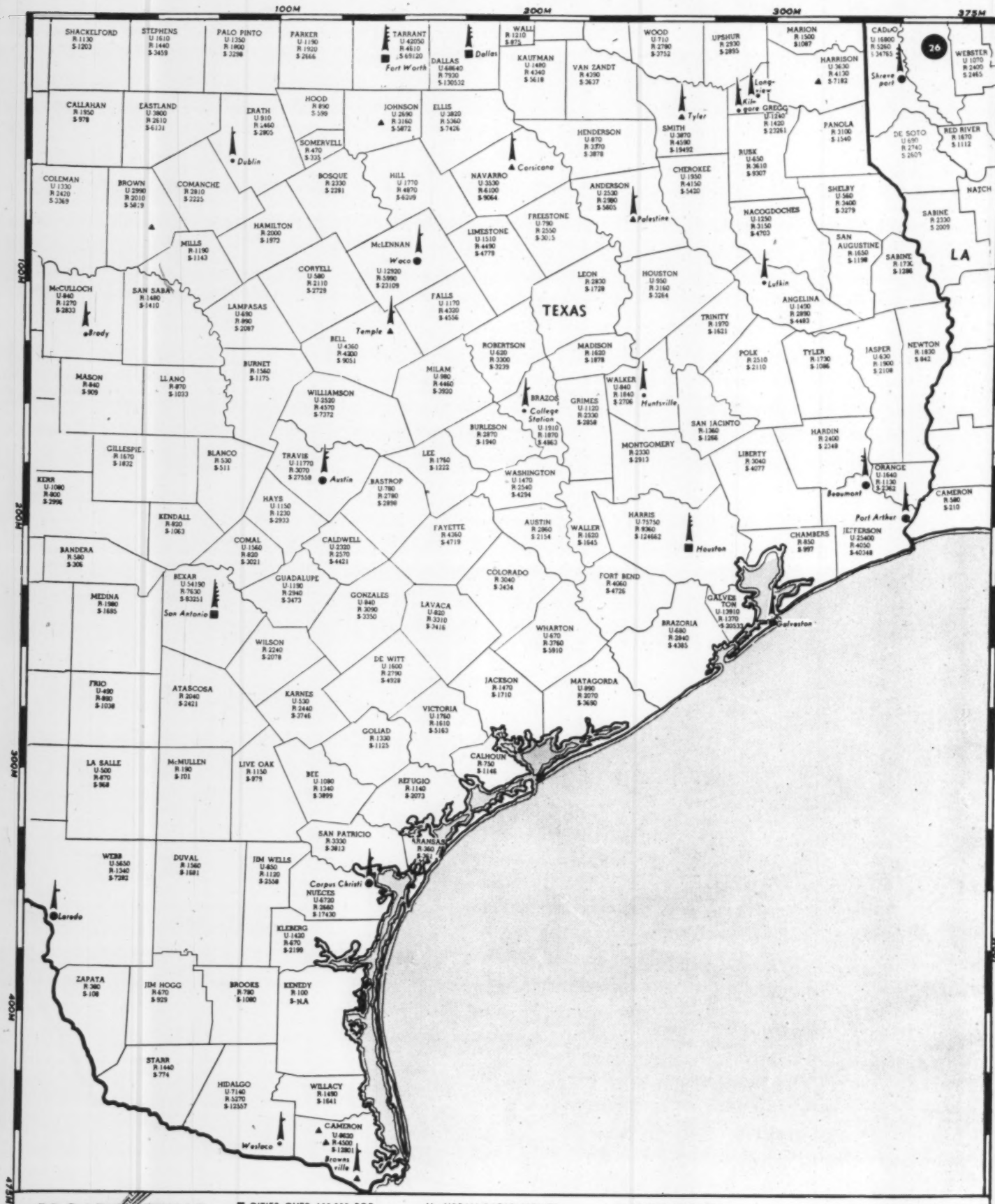
WHO ARE THE MEN BEHIND THE MIKE

. . . and what are they reading?*

Behind the announcers, artists, producers and engineers surrounding the mike stand other men. ¶ These men are timebuyers . . . advertising managers, top executives of firms interested in radio advertising, account executives, radio directors. ¶ You'll find them in New York, Chicago, Detroit, San Francisco, Los Angeles . . . in fact, wherever time is bought. ¶ Few of them visit your studio. Fewer speak into your mikes. But all of them are interested in you, your station, your market. ¶ If you could see these men at home and office, you would find them spending an appreciable amount of time studying and digesting information about radio advertising.

¶ And what are they reading?

BROADCASTING* Broadcast Advertising



Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commissions, May 1, 1939.

SHOT GUNS *are out of date in Texas*

IT TAKES RIFLE ACCURACY TO HIT EACH MARKET NOW!

SCATTERATION shotgun sales effort was good when coveys of customers were waiting to be bagged and few hunters were in the field. It was good even in Texas where distances are so great. But it takes a rifle for each market now that competition is stiff.

A direct "rifle" hit can be scored in the 23 major markets of Texas ONLY by using TSN. We give you both network production and Class A lines, both powerful bullets, but most important is the way we help adjust your sales sights.

You're a "Home-towner" to Texans on TSN, and, equally important, you're a "local product" to the merchants because you're on the local station. We're producing shows for some of the biggest accounts in the country. They've gone "local" and liked it! Because the sales figures show we're more than a network, we're a "Natural".

—reaching

99.3% *of*
TEXAS' RADIO HOMES

To Sell
MORE
Merchandise—
"LOCALIZE"!

Local dealer identification announcements and merchandising work by local men in each market—that is the formula for forcing up lagging sales. Perhaps we can help solve *YOUR* sales problem in Texas. Investigate NOW!

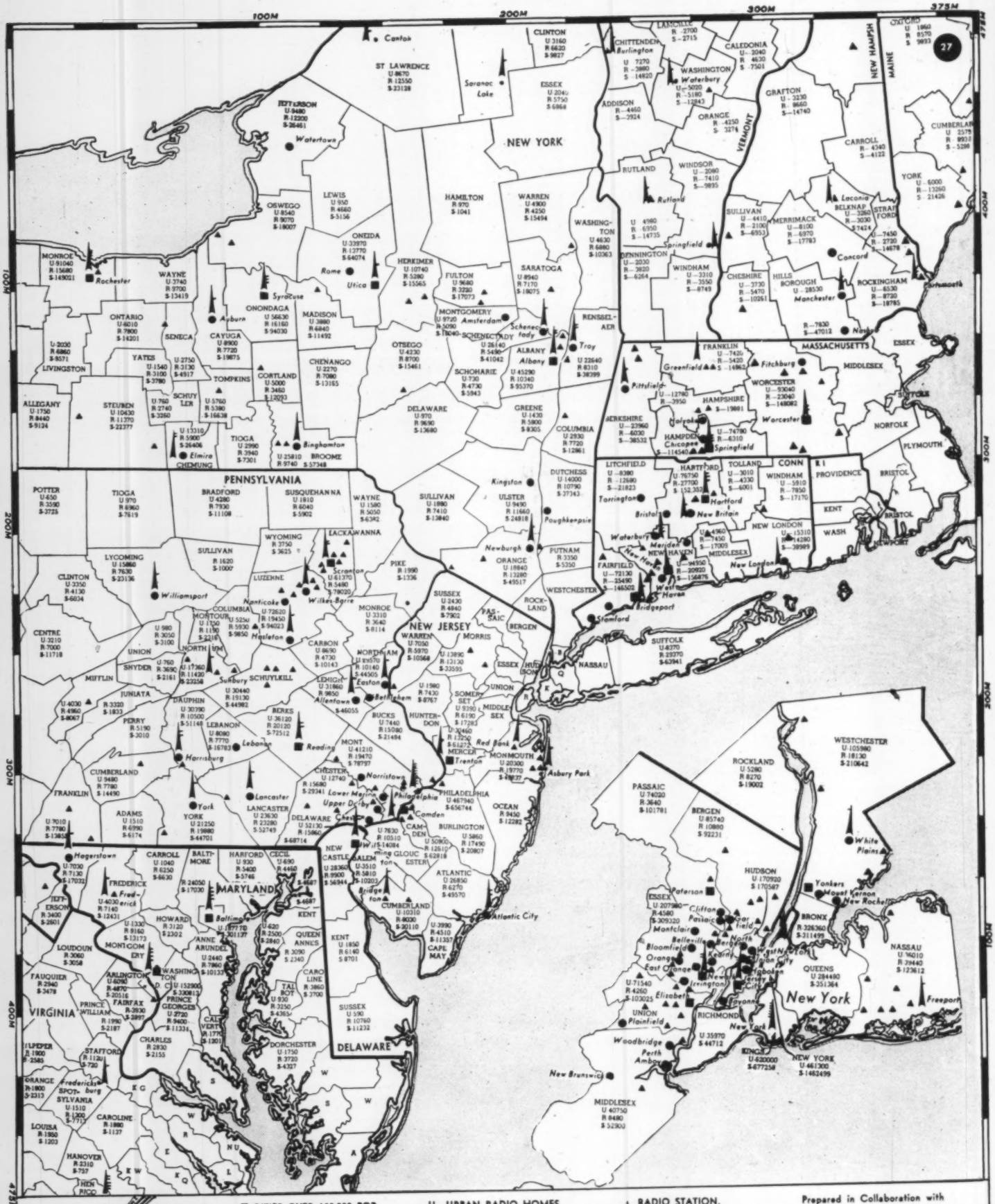
Outstanding
Results in 9 Months

Sales of a popular beverage are up 28.4% for the first 10 weeks. A Cereal Company drew over 50,000 votes in one week—"Box-Top" votes, too. A Shortening company upped their sales 21% in 26 weeks! . . . . Do you want to know more? Write or wire.

THE TEXAS STATE NETWORK
ELLIOTT ROOSEVELT, President

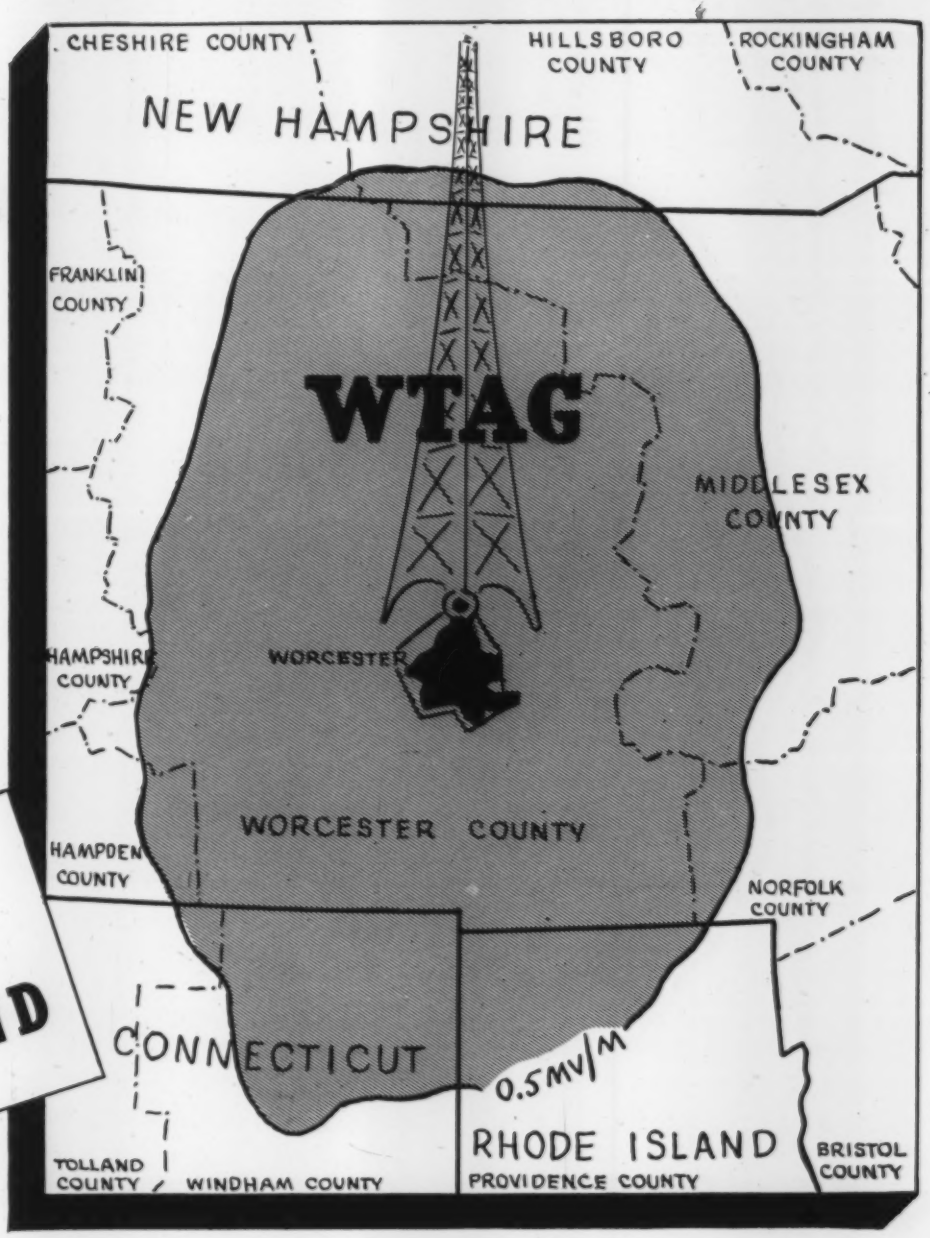
"Test it in Texas— **TSN** *then sell America"*

Rockefeller Center **NEW YORK** ★ *General Offices* **FORT WORTH** ★ *Wrigley Building* **CHICAGO**


BROADCASTING
National Press Bldg. Washington, D.C.
Broadcast Advertising
■ CITIES OVER 100,000 POP.
● 25,000 - 100,000 POP.
▲ 10,000 - 25,000 POP.
• LESS THAN 10,000 POP. with RADIO STATION
U URBAN RADIO HOMES
R RURAL RADIO HOMES*
$ RETAIL SALES in THOUSANDS
*Counties with R only are entirely rural. Rural homes are those on farms or in communities of less than 2,500 population.
RADIO STATION. FLAGS INDICATE NUMBER AUTHORIZED
Prepared in Collaboration with WALTER P. BURN & ASSOCIATES, Inc. and EDGAR FELIX
Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commissions, May 1, 1939.

NBC RED AND YANKEE NETWORKS

EDWARD PETRY & CO.
INCORPORATED
National Representative



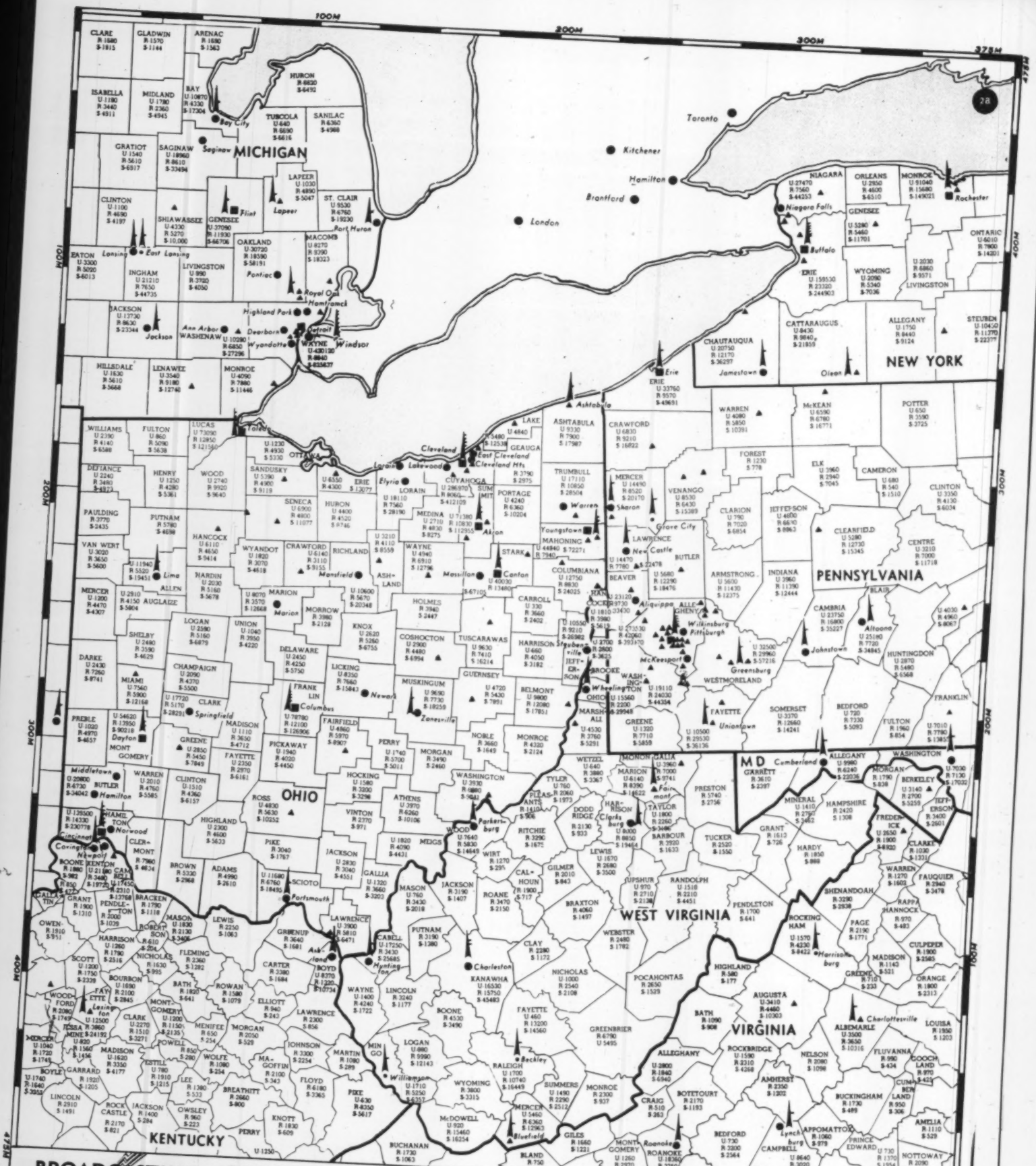
In the center of *rich, populous* **NEW ENGLAND**

WTAG of WORCESTER *leads*

in

- COVERAGE
- POWER
- LOCAL ADVERTISING
- REGIONAL ADVERTISING
- NATIONAL ADVERTISING
- LISTENERS
- RESULTS

The only station which gives primary coverage to ALL of Worcester County.


MICHIGAN
OHIO
KENTUCKY
WEST VIRGINIA
VIRGINIA
PENNSYLVANIA
NEW YORK
MD
Toronto
Kitchener
Hamilton
Brantford
London
Niagara Falls
Buffalo
Rochester
Erie
Jamestown
Olean
Ashtabula
Cleveland
Toledo
Akron
Canton
Youngstown
Warren
Sharon
New Castle
Grove City
Pittsburgh
Wheeling
Steubenville
Weirton
Johnstown
Altoona
Greensburg
Uniontown
McKeesport
Cumberland
Parkersburg
Huntington
Charleston
Beckley
Bluefield
Williamson
Hinton
Ashland
Portsmouth
Lexington
Newport
Covington
Cincinnati
Norwood
Middletown
Hamilton
Dayton
Springfield
Columbus
Zanesville
Newark
Mansfield
Marion
Lima
Findlay
Fremont
Sandusky
Lorain
Elyria
Lakewood
East Cleveland
Cleveland Hts.
Akron
Detroit
Dearborn
Highland Park
Hamtramck
Windsor
Wyandotte
Ann Arbor
Jackson
Pontiac
Flint
Saginaw
Bay City
Lansing
East Lansing
Port Huron
Royal Oak
Toledo
Monroe
Lenawee
Hillsdale
Williams
Fulton
Lucas
Defiance
Henry
Wood
Ottawa
Sandusky
Seneca
Huron
Erie
Paulding
Putnam
Van Wert
Hancock
Wyandot
Crawford
Richland
Ashland
Wayne
Stark
Mahoning
Columbiana
Carroll
Harrison
Jefferson
Belmont
Monroe
Noble
Morgan
Washington
Athens
Meigs
Gallia
Lawrence
Scioto
Pike
Ross
Highland
Adams
Brown
Clermont
Hamilton
Butler
Warren
Clinton
Fayette
Pickaway
Fairfield
Perry
Licking
Muskingum
Guernsey
Tuscarawas
Coshocton
Knox
Holmes
Wayne
Medina
Summit
Portage
Trumbull
Mercer
Venango
Crawford
Erie
Warren
McKean
Potter
Cameron
Elk
Forest
Clarion
Jefferson
Armstrong
Indiana
Clearfield
Centre
Clinton
Blair
Cambria
Somerset
Bedford
Fulton
Huntingdon
Franklin
Allegany
Washington
Garrett
Morgan
Berkeley
Jefferson
Hampshire
Mineral
Grant
Hardy
Tucker
Preston
Taylor
Barbour
Randolph
Pendleton
Pocahontas
Webster
Braxton
Gilmer
Calhoun
Roane
Jackson
Mason
Putnam
Kanawha
Boone
Clay
Nicholas
Fayette
Greenbrier
Monroe
Summers
Mercer
Wyoming
McDowell
Raleigh
Wirt
Ritchie
Doddridge
Harrison
Lewis
Upshur
Monongalia
Marion
Marshall
Wetzel
Tyler
Pleasants
Wood
Jackson
Roane
Calhoun
Gilmer
Braxton
Webster
Randolph
Taylor
Barbour
Tucker
Lewis
Upshur
Preston
Monongalia
Marion
Harrison
Clarksburg
Fairmont
Morgantown
Grafton
Kentucky
Virginia
Pikeville
Hazard
Whitesburg
Harlan
Middlesboro
Ashland
Huntington
Portsmouth
Ironton
Lexington
Frankfort
Louisville
Bowling Green
Owensboro
Paducah
Hopkinsville
Madisonville
Somerset
London
Corbin
Pineville
Barbourville
Williamsburg
Cumberland Gap
Harlan
Whitesburg
Hazard
Pikeville
Ashland
Huntington
Portsmouth
Ironton
Lexington
Frankfort
Louisville
Bowling Green
Owensboro
Paducah
Hopkinsville
Madisonville
Somerset
London
Corbin
Pineville
Barbourville
Williamsburg
Cumberland Gap
Roanoke
Lynchburg
Appomattox
Prince Edward
Nottoway
Amelia
Buckingham
Cumberland
Fluvanna
Louisa
Albemarle
Charlottesville
Orange
Culpeper
Madison
Greene
Rappahannock
Fauquier
Rockingham
Harrisonburg
Page
Augusta
Highland
Bath
Rockbridge
Alleghany
Botetourt
Craig
Giles
Bland
Tazewell
Buchanan
Dickenson
Wise
Scott
Lee
Russell
Washington
Smyth
Wythe
Grayson
Carroll
Floyd
Pulaski
Montgomery
Roanoke
Bedford
Campbell
Amherst
Nelson
Albemarle
Louisa
Fluvanna
Goochland
Powhatan
Chesterfield
Henrico
Richmond
Hanover
King William
King and Queen
Essex
Caroline
Spotsylvania
Stafford
Fredericksburg
Prince William
Manassas
Fairfax
Alexandria
Arlington
Loudoun
Fauquier
Culpeper
Orange
Madison
Greene
Rappahannock
Page
Shenandoah
Warren
Clarke
Frederick
Berkeley
Jefferson
Hampshire
Hardy
Grant
Pendleton
Highland
Augusta
Rockingham
Harrisonburg
Shenandoah
Warren
Clarke
Frederick
Berkeley
Jefferson
Hampshire
Hardy
Grant
Pendleton
Highland
Augusta
Rockingham
Harrisonburg
Page

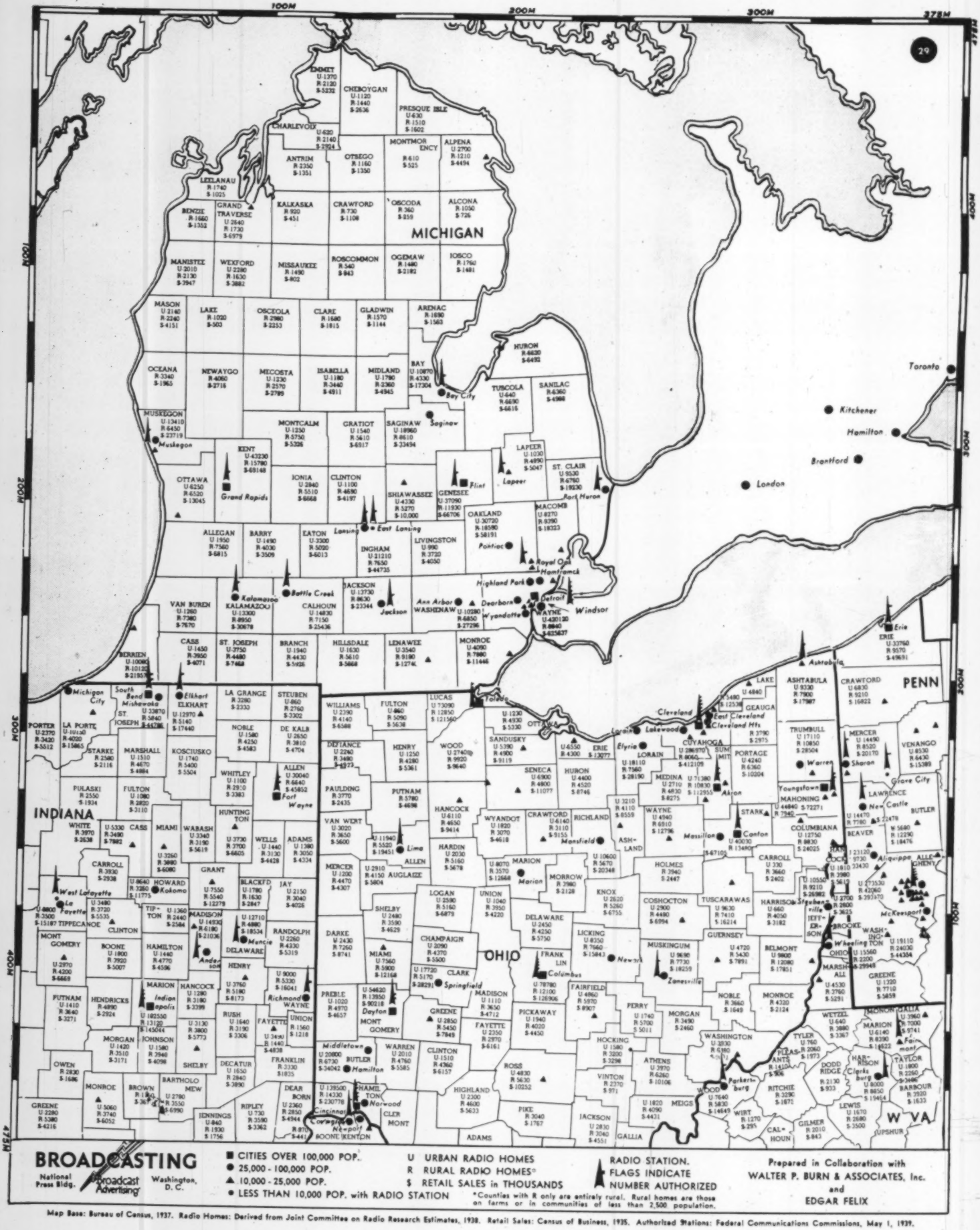
THE WHOLE STORY:

WHEC

ROCHESTER

HAS THE LISTENERS!

Representatives: Paul H. Raymer Co.; New York, Chicago, Detroit, San Francisco


MICHIGAN
INDIANA
OHIO
PENN
W VA
Toronto
Kitchener
Hamilton
Brantford
London
Detroit
Windsor
Toledo
Cleveland
Akron
Canton
Youngstown
Erie
Pittsburgh
Wheeling
Parkersburg
Fort Wayne
Indianapolis
Columbus
Dayton
Springfield
Cincinnati
Newport
Covington
Norwood
Hamilton
Middletown
Richmond
Marion
Mansfield
Zanesville
Steubenville
Weirton
Grand Rapids
Muskegon
Bay City
Saginaw
Flint
Lapeer
Port Huron
Lansing
East Lansing
Jackson
Ann Arbor
Dearborn
Wyandotte
Pontiac
Royal Oak
Mount Clemens
Battle Creek
Kalamazoo
Benton Harbor
South Bend
Michigan City
Elkhart
Lima
Findlay
Sandusky
Lorain
Elyria
Cleveland
East Cleveland
Cleveland Hts
Lakewood
Akron
Canton
Massillon
Warren
Sharon
Youngstown
New Castle
Grove City
Ashtabula
Astabula
Erie
Alquippa
McKeesport
Wheeling
Steubenville
Weirton
Clarksburg
Parkersburg
Huntington
Ashland
Portsmouth
Newark
Zanesville
Marion
Mansfield
Richmond
Middletown
Hamilton
Norwood
Cincinnati
Newport
Covington
Indianapolis
Dayton
Springfield
Columbus
Lafayette
West Lafayette
Michigan City
South Bend
Elkhart
Fort Wayne
Muncie
Anderson
Kokomo
Terre Haute
Evansville
New Albany
Jeffersonville
Seymour
Bloomington
Vincennes
Richmond
Connersville
Greensburg
Shelbyville
Franklin
Columbus
Newark
Zanesville
Marietta
Parkersburg
Huntington
Ashland
Portsmouth
Ironton
Gallipolis
Pomeroy
Athens
Logan
Lancaster
Chillicothe
Circleville
Washington C.H.
Hillsboro
Wilmington
Xenia
Troy
Piqua
Sidney
Bellefontaine
Urbana
Springfield
Dayton
Middletown
Hamilton
Norwood
Cincinnati
Newport
Covington
Lawrenceburg
Aurora
Rising Sun
Madison
Seymour
Columbus
Greensburg
Connersville
Richmond
Muncie
Anderson
Indianapolis
Lafayette
West Lafayette
Michigan City
South Bend
Elkhart
Fort Wayne
Huntington
Wabash
Peru
Kokomo
Marion
Muncie
Anderson
Indianapolis
Greenfield

Now 1000 WATTS DAYTIME
500 WATTS NIGHT
570 K. C.
NEW STUDIOS • EQUIPMENT
TRANSMISSION PLANT
360 ft. Vertical Radiator

GREATER SALES POWER

These Figures are . . . DYNAMITE!

● If you're not interested in our sending power —*you are* interested in our sales power—our market—whom we reach and what they spend. In our Market Data Folder showing our Evening Listening Area—as compared to seven other rich markets in cities with double the population of our own—are figures showing WKBN's market superiority—a comparison so powerful we choose to call this folder "Dynamite." Send for it today!

These Figures are . . . TNT!

● For the same reason, we call our Daytime Listening Area Market Data Folder "TNT." In it we compare Youngstown with the same seven rich markets and here again we find we are FIRST in 10 out of 12 classifications that represent ability to buy. Send for it, too!

NEW SOUVENIR ALBUM

● In celebration of our new power and greater ability to *sell and serve* we have released a Souvenir Album—32 pages filled with photographs and facts on the New WKBN. Write also for your copy of this beautiful and useful album today!

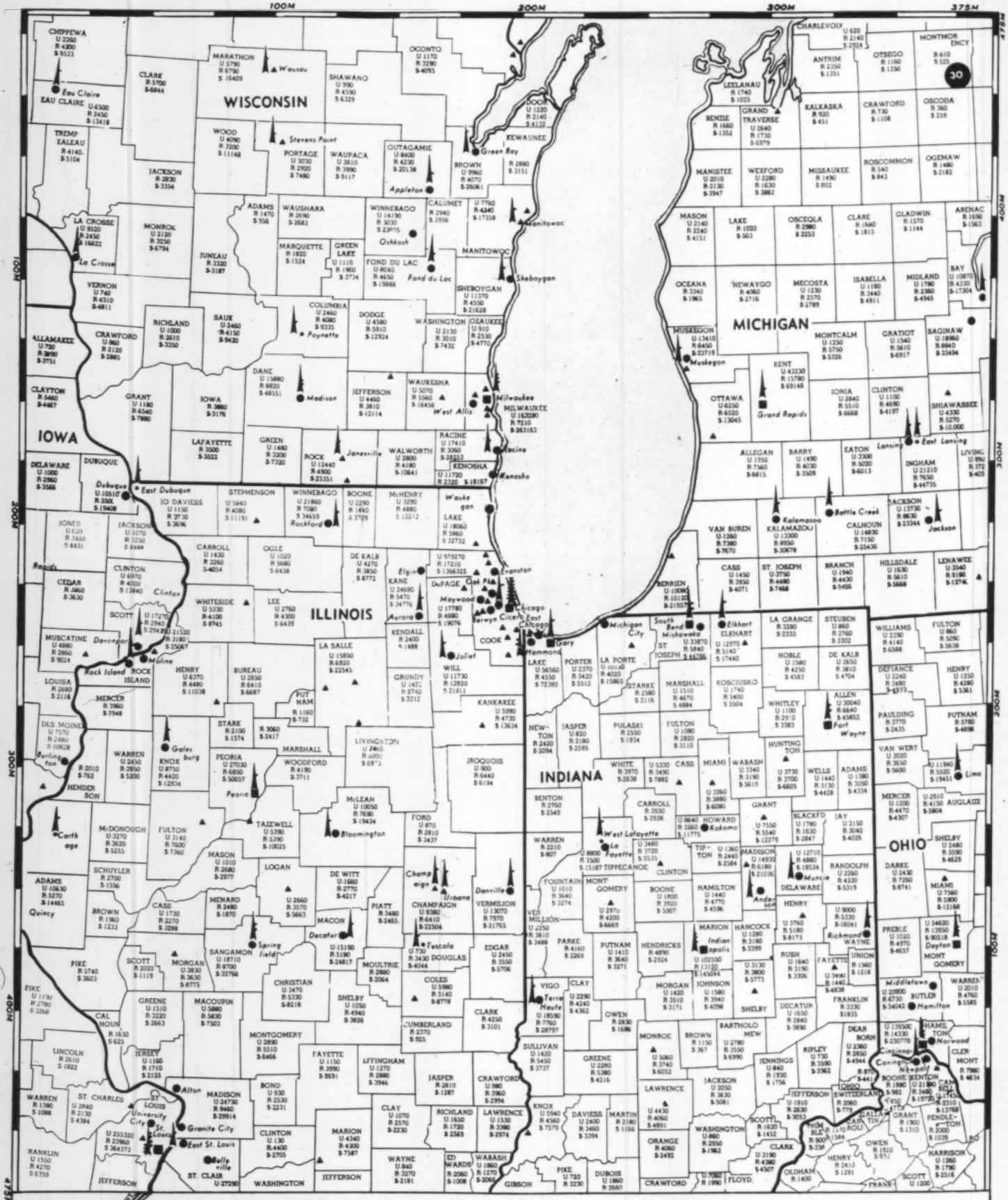
● DOMINATING THE RICH MAHONING VALLEY MARKET OF 2,000,000 LISTENERS WITH STRONG, CLEAR RECEPTION.

the new WKBN

WKBN BROADCASTING CORPORATION

17 NORTH CHAMPION STREET • YOUNGSTOWN · OHIO

MEMBER OF THE COLUMBIA BROADCASTING SYSTEM


WISCONSIN
MICHIGAN
IOWA
ILLINOIS
INDIANA
OHIO
100M
200M
300M
375M
400M
BROADCASTING
National Press Bldg. Washington, D.C.
Broadcast Advertising
■ CITIES OVER 100,000 POP.
● 25,000 - 100,000 POP.
▲ 10,000 - 25,000 POP.
• LESS THAN 10,000 POP. with RADIO STATION
U URBAN RADIO HOMES
R RURAL RADIO HOMES*
$ RETAIL SALES in THOUSANDS
RADIO STATION. FLAGS INDICATE NUMBER AUTHORIZED
*Counties with R only are entirely rural. Rural homes are those on farms or in communities of less than 2,500 population.
Prepared in Collaboration with WALTER P. BURN & ASSOCIATES, Inc. and EDGAR FELIX

Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commission, May 1, 1939.

The Nation's Largest INDEPENDENT Station

WJJD

20,000 WATTS

CHICAGO

Provides large audiences through the presentation of Chicago's most popular local shows, such as . . .

- **THE SAFETY COURT**—Daily—Exclusive

CHECK YOUR OWN SURVEYS FOR POPULARITY

- **Chicago's Authoritative Baseball Broadcasts**

Featuring:

CHARLIE GRIMM – former Cubs manager
LOU FONSECA – former Sox manager

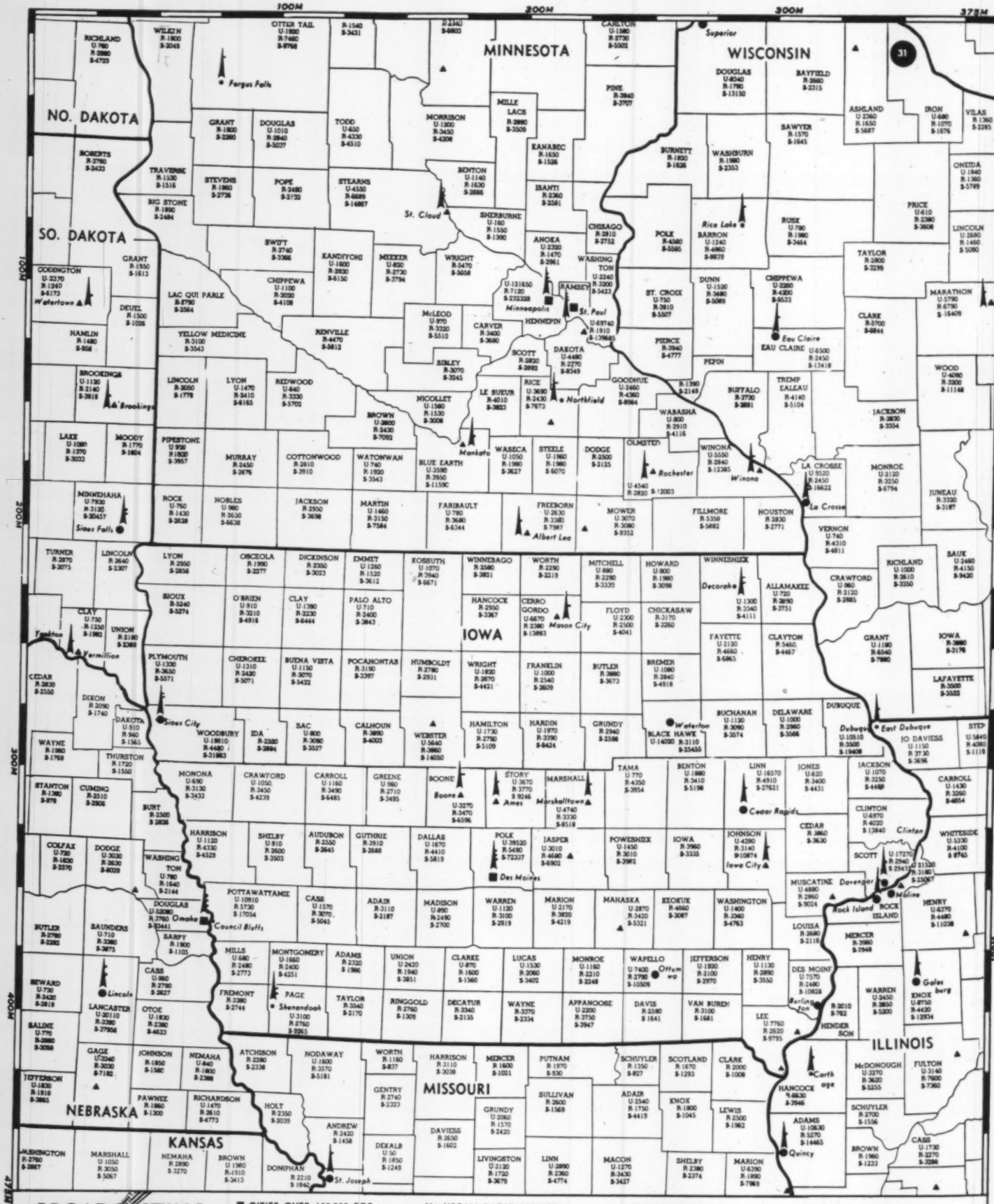
•

201 North Wells Street • CHICAGO

REPRESENTATIVES

New York • Detroit • Paul H. Raymer Company

West Coast • WALTER BIDDICK COMPANY



Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commission, May 1, 1939.

Jockey F. Scheihing, leading rider at the Ak-Sar-Ben track in Omaha, is interviewed by John J. Gillin, Jr., WOW manager and chief narrator of the race meeting for WHEATIES, "Breakfast of Champions," a product of General Mills, Inc.

WOW 'em and WIN!

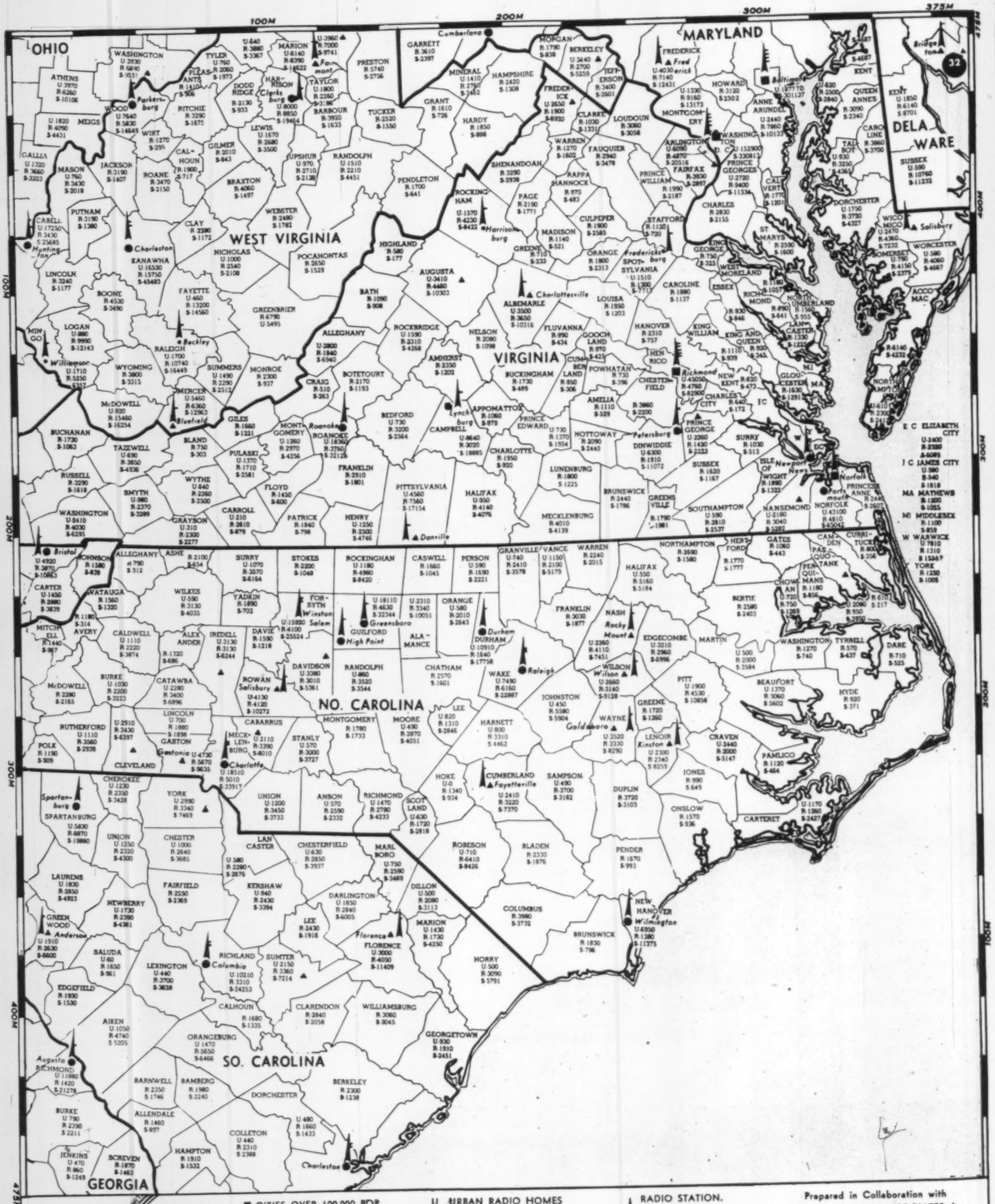
*Another advertiser comes in a winner. WOW took No. 1 radio position in the Omaha market years ago—still shows its heels to the field. No other station covers the rich Omaha trade territory so well. WOW gives COVERAGE WHERE IT COUNTS. WOW 'em and WIN!

WOW BROADCASTING FOR WHEATIES BREAKFAST of Champions

WOW

Omaha, Nebraska

590 KC • John J. Gillin, Jr., Mgr.
JOHN BLAIR CO., Representatives
On the N. B. C. Red Network
Owned and Operated by the Woodmen of the World Life Insurance Society.


OHIO
MARYLAND
WEST VIRGINIA
VIRGINIA
NO. CAROLINA
SO. CAROLINA
GEORGIA
DELAWARE
100M
200M
300M
375M
BROADCASTING
National Press Bldg. Broadcast Advertising Washington, D. C.
■ CITIES OVER 100,000 POP.
● 25,000 - 100,000 POP.
▲ 10,000 - 25,000 POP.
• LESS THAN 10,000 POP. with RADIO STATION
U URBAN RADIO HOMES
R RURAL RADIO HOMES*
$ RETAIL SALES in THOUSANDS
RADIO STATION. FLAGS INDICATE NUMBER AUTHORIZED
*Counties with R only are entirely rural. Rural homes are those on farms or in communities of less than 2,500 population.
Prepared in Collaboration with WALTER P. BURN & ASSOCIATES, Inc. and EDGAR FELIX
Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commission, May 1, 1939.

FIRST IN VIRGINIA!

WRVA VIRGINIA'S ONLY 50,000 WATT RADIO STATION

First in power — **first** in coverage — and **first** in the hearts of its listeners! That is why WRVA is also the **first** choice of advertisers and advertising agencies who want real results in this rich market. Sales moral: Why follow the leaders when you can lead the followers? Let us give you **all** the facts about Virginia's **first** radio station, located near Richmond.

SELLING VIRGINIA'S MAJOR MARKETS:

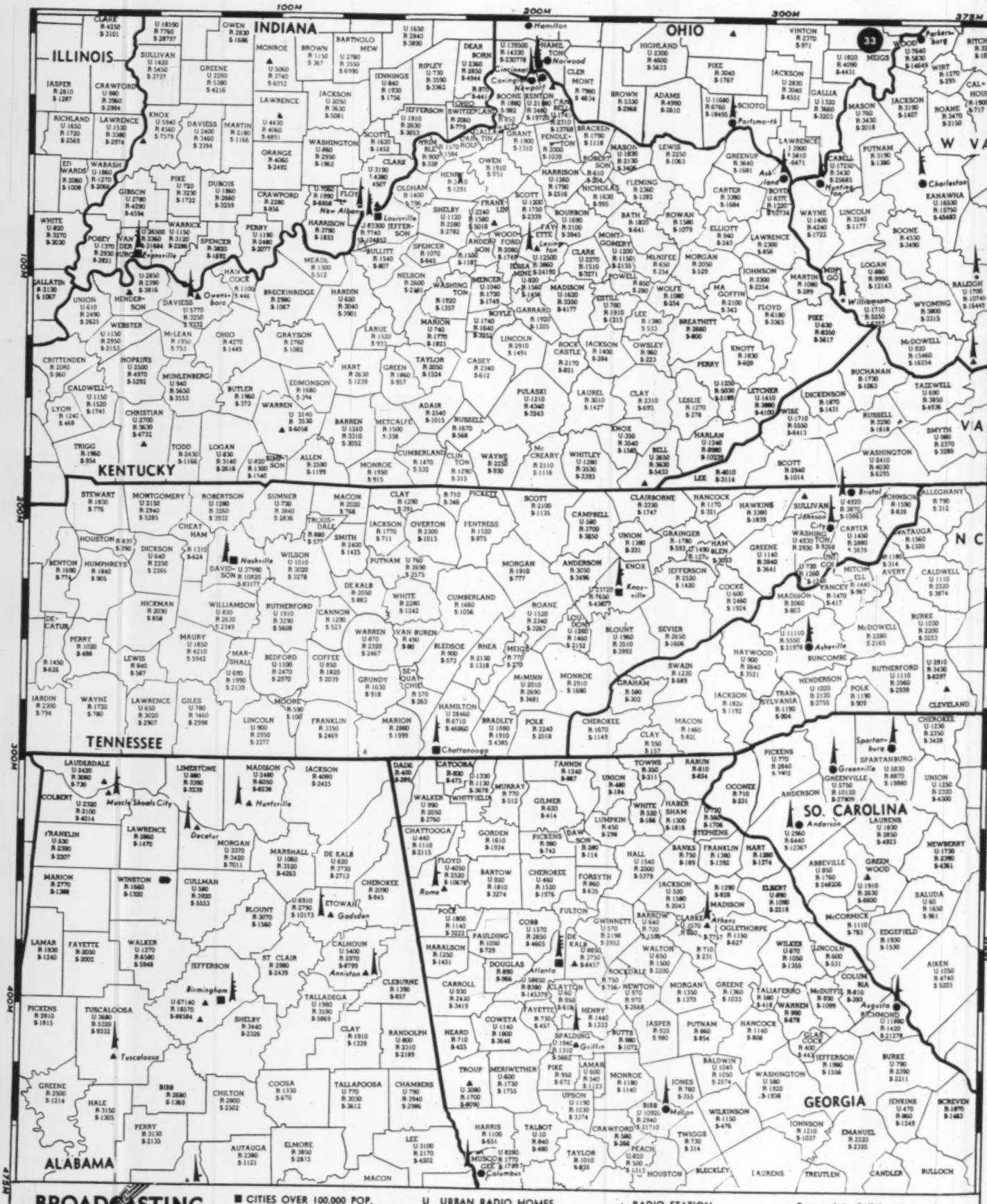
RICHMOND	NORFOLK
PETERSBURG	PORTSMOUTH
NEWPORT NEWS	SUFFOLK
WILLIAMSBURG	CHARLOTTESVILLE
FREDERICKSBURG	HOPEWELL

PAUL H. RAYMER CO., *National Representative*

NEW YORK CHICAGO DETROIT SAN FRANCISCO

CBS WRVA MBS WRVA

WRVA 50,000 WATTS


INDIANA
ILLINOIS
OHIO
KENTUCKY
TENNESSEE
W VA
VA
NC
SO. CAROLINA
GEORGIA
ALABAMA
BROADCASTING
National Press Bldg. Broadcast Advertising Washington, D. C.
■ CITIES OVER 100,000 POP.
● 25,000 - 100,000 POP.
▲ 10,000 - 25,000 POP.
• LESS THAN 10,000 POP. with RADIO STATION
U URBAN RADIO HOMES
R RURAL RADIO HOMES*
$ RETAIL SALES in THOUSANDS
*Counties with R only are entirely rural. Rural homes are those on farms or in communities of less than 2,500 population.
RADIO STATION. FLAGS INDICATE NUMBER AUTHORIZED
Prepared in Collaboration with WALTER P. BURN & ASSOCIATES, Inc. and EDGAR FELIX

Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commission, May 1, 1939.

"Clinch" A TESTED SPOT BEFORE THE "kick off"—

GEORGE WALSH . . . . . WHAS again is able to offer George Walsh as sportscaster during the 1939 football season. Walsh has covered an average of 12 games each season for the past five years. His sportscasts have won the attention and sponsorship of numerous successful firms with nation-wide reputations, and have resulted in outstanding recognition of Walsh, as one of the nation's best qualified sportscasters.

Football OFFERS BLANKET COVERAGE

From Labor Day to New Year's . . . . . America Crowns Football King! Young and old alike, know, play, watch and LISTEN to the KING of Collegiate Sports! And in Kentuckiana those who listen to sports set their dials for WHAS, Louisville's up-to-the-minute 50,000 Watt Station.

Big 10, Big 6 and Big 13 Schedules Available

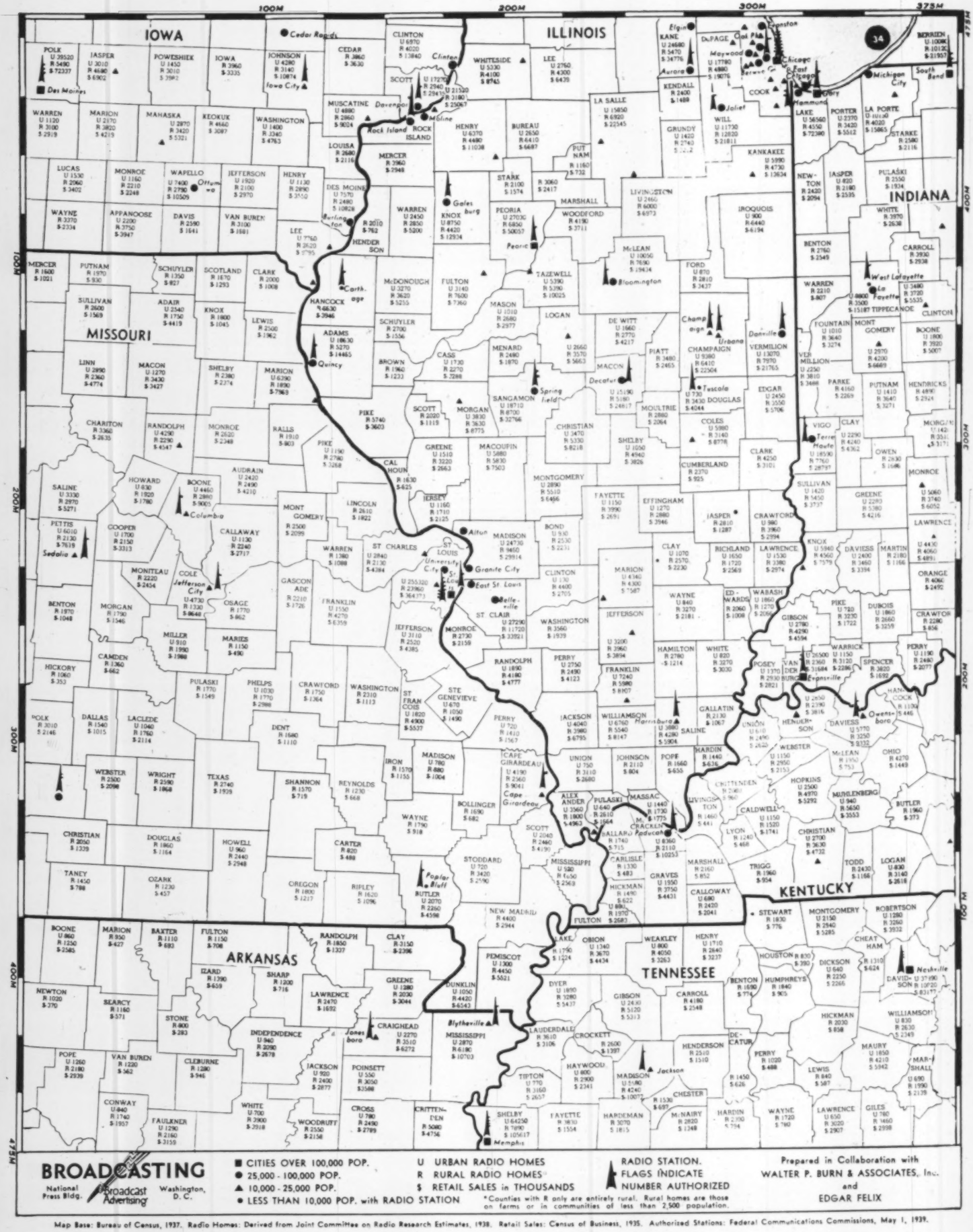
Nebraska vs. Indiana
Vanderbilt vs. Kentucky
Wisconsin vs. Indiana
Georgia vs. Kentucky
University of Louisville vs. Centre
Ohio State vs. Indiana
Georgia Tech vs. Kentucky
West Virginia vs. Kentucky
Purdue vs. Indiana
Tennessee vs. Kentucky

WHAS

820 KILOCYCLES
50,000 WATTS

WHAS is owned and operated by the Courier-Journal and the Louisville Times

NATIONALLY REPRESENTED BY EDWARD PETRY & COMPANY


IOWA
ILLINOIS
INDIANA
MISSOURI
KENTUCKY
TENNESSEE
ARKANSAS
BROADCASTING
National Press Bldg. Broadcast Advertising Washington, D.C.
■ CITIES OVER 100,000 POP.
● 25,000 - 100,000 POP.
▲ 10,000 - 25,000 POP.
• LESS THAN 10,000 POP. with RADIO STATION
U URBAN RADIO HOMES
R RURAL RADIO HOMES*
$ RETAIL SALES in THOUSANDS
RADIO STATION. FLAGS INDICATE NUMBER AUTHORIZED
*Counties with R only are entirely rural. Rural homes are those on farms or in communities of less than 2,500 population.
Prepared in Collaboration with WALTER P. BURN & ASSOCIATES, Inc. and EDGAR FELIX

Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commission, May 1, 1939.

KWK-

1ST IN FOOD IN ST. LOUIS

KWK now carries a majority of the Food Commercial quarter hours, other than network, on the three St. Louis Network Stations.

A typical week in May reveals the percentage for KWK at 49.1% with the next station carrying 46% and the third 4.9%. During this same week KWK carried 38.8% of the total commercial quarter hours, other than network, on the three stations.

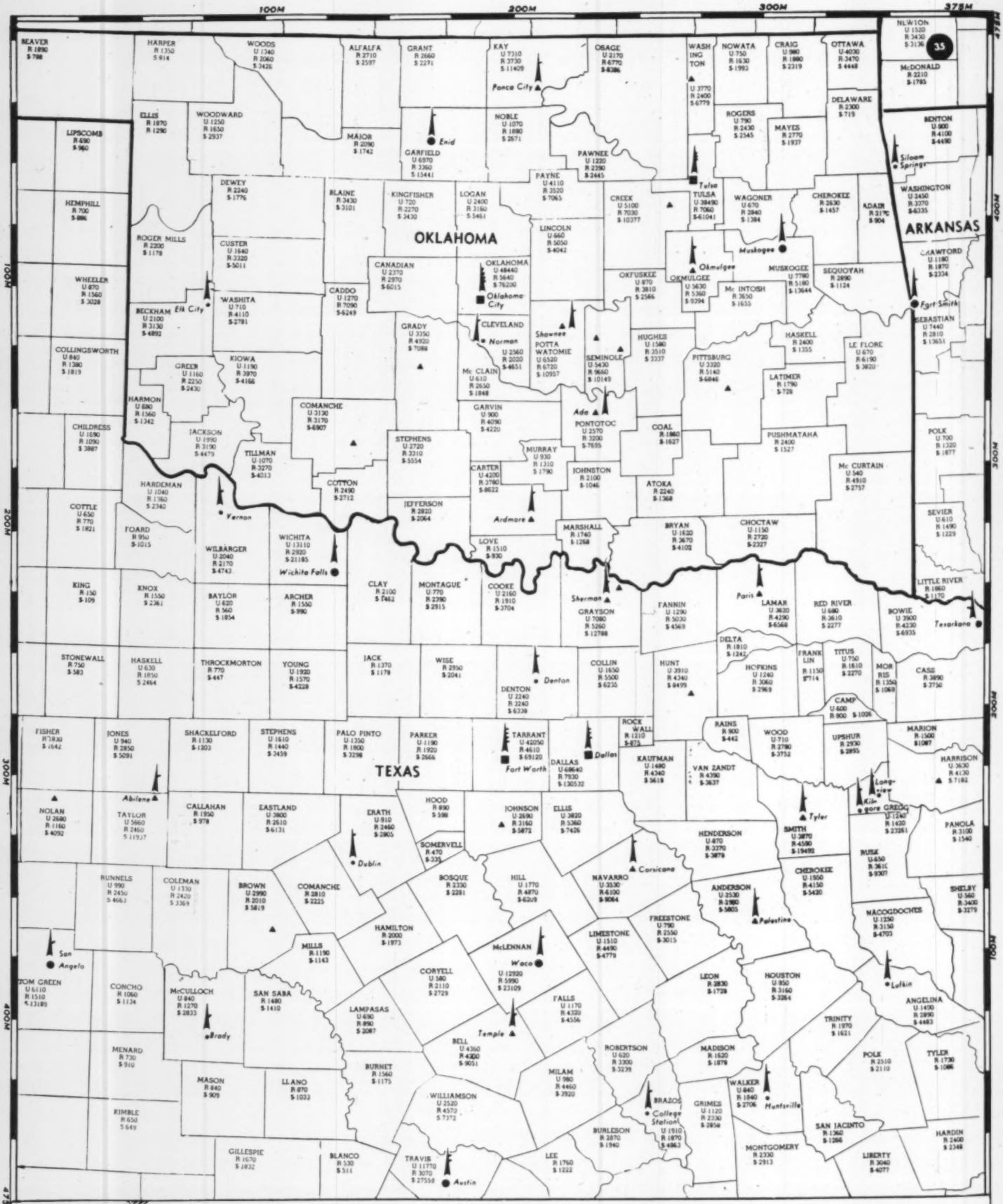
Mere leadership is not, in itself, a standard for the selection of station facilities. It is the facts behind it which are important. Get these facts from any one of the Raymer offices.

ST. LOUIS
KWK

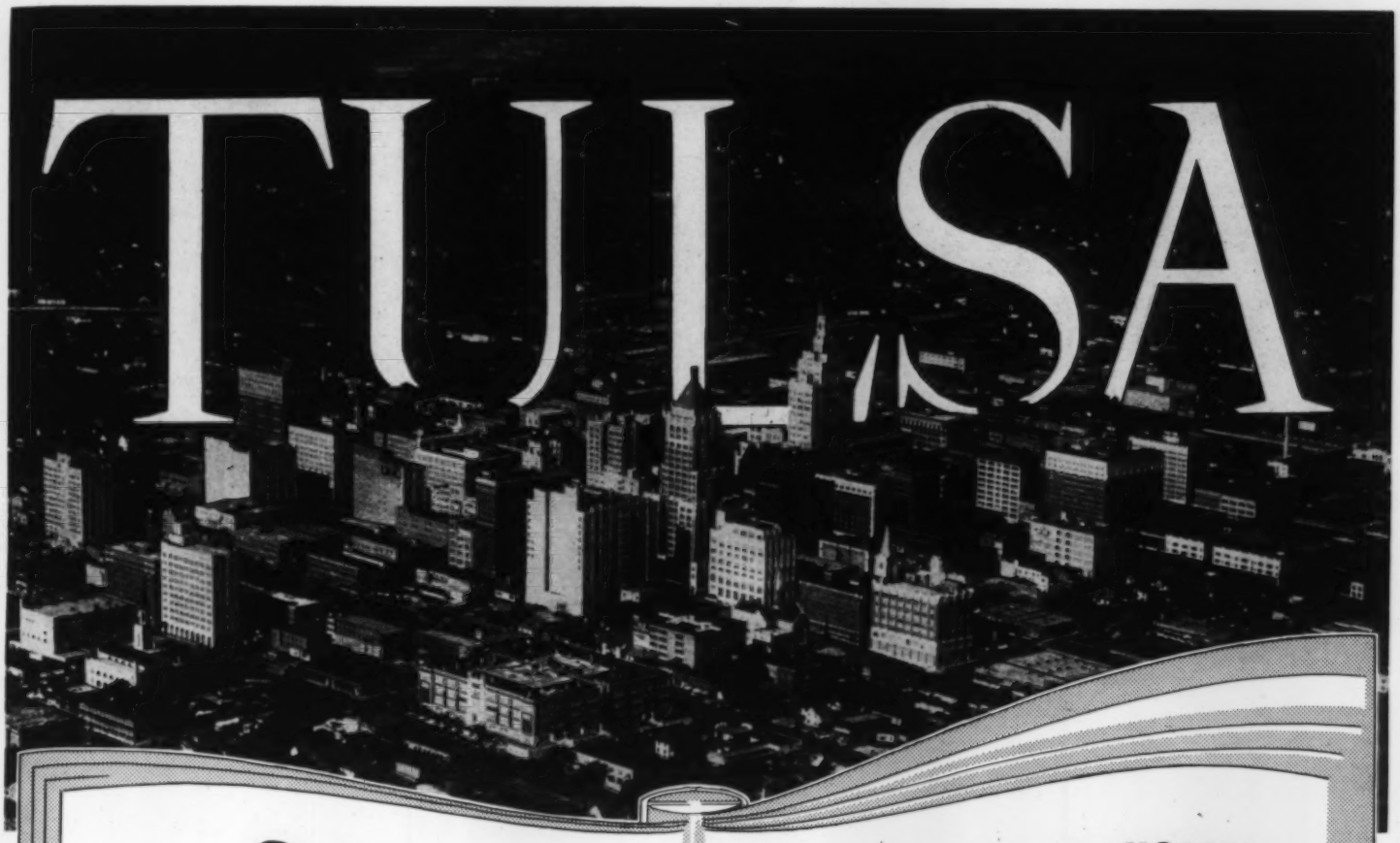
Thomas Patrick, Incorporated
HOTEL CHASE ST. LOUIS

Representative

PAUL H. RAYMER COMPANY
New York · Chicago · San Francisco


OKLAHOMA
TEXAS
ARKANSAS
BROADCASTING
National Press Bldg. Broadcast Advertising Washington, D. C.
■ CITIES OVER 100,000 POP.
● 25,000 - 100,000 POP.
▲ 10,000 - 25,000 POP.
• LESS THAN 10,000 POP. with RADIO STATION
U URBAN RADIO HOMES
R RURAL RADIO HOMES*
$ RETAIL SALES in THOUSANDS
RADIO STATION. FLAGS INDICATE NUMBER AUTHORIZED
*Counties with R only are entirely rural. Rural homes are those on farms or in communities of less than 2,500 population.
Prepared in Collaboration with WALTER P. BURN & ASSOCIATES, Inc. and EDGAR FELIX

Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commissions, May 1, 1939.



OIL CAPITAL of the WORLD

CENTER OF OKLAHOMA'S RICHEST MARKET AREA

TULSA, Oil Capital of the World! Home of 546 Oil Companies and Operators, 400 Purchasing Agents, 119 Manufacturing Plants, 183 Supply Houses and Representatives of 1,028 American Oil Equipment Manufacturers. Tulsa is the clearing point for billions of dollars of oil money! Home of the International Petroleum Exposition, world's largest single-industry show!

Within 75 miles radius of Tulsa lie 28% of Oklahoma's area, 40% of Oklahoma's population, furnishing 43% of Oklahoma's buying power and 44% of Oklahoma's actual retail sales! KVOO *alone* covers this area effectively and in addition has *primary coverage* counties in Kansas, Missouri and Arkansas!

25,000 WATTS
BOTH N.B.C. NETWORKS

EDWARD PETRY & COMPANY
National Representatives

DIRECTORY OF U. S. BROADCASTING STATIONS BY CALL LETTERS

** Denotes new station authorized but not yet in operation as of June 15, 1939. (†) Indicates a footnote.*

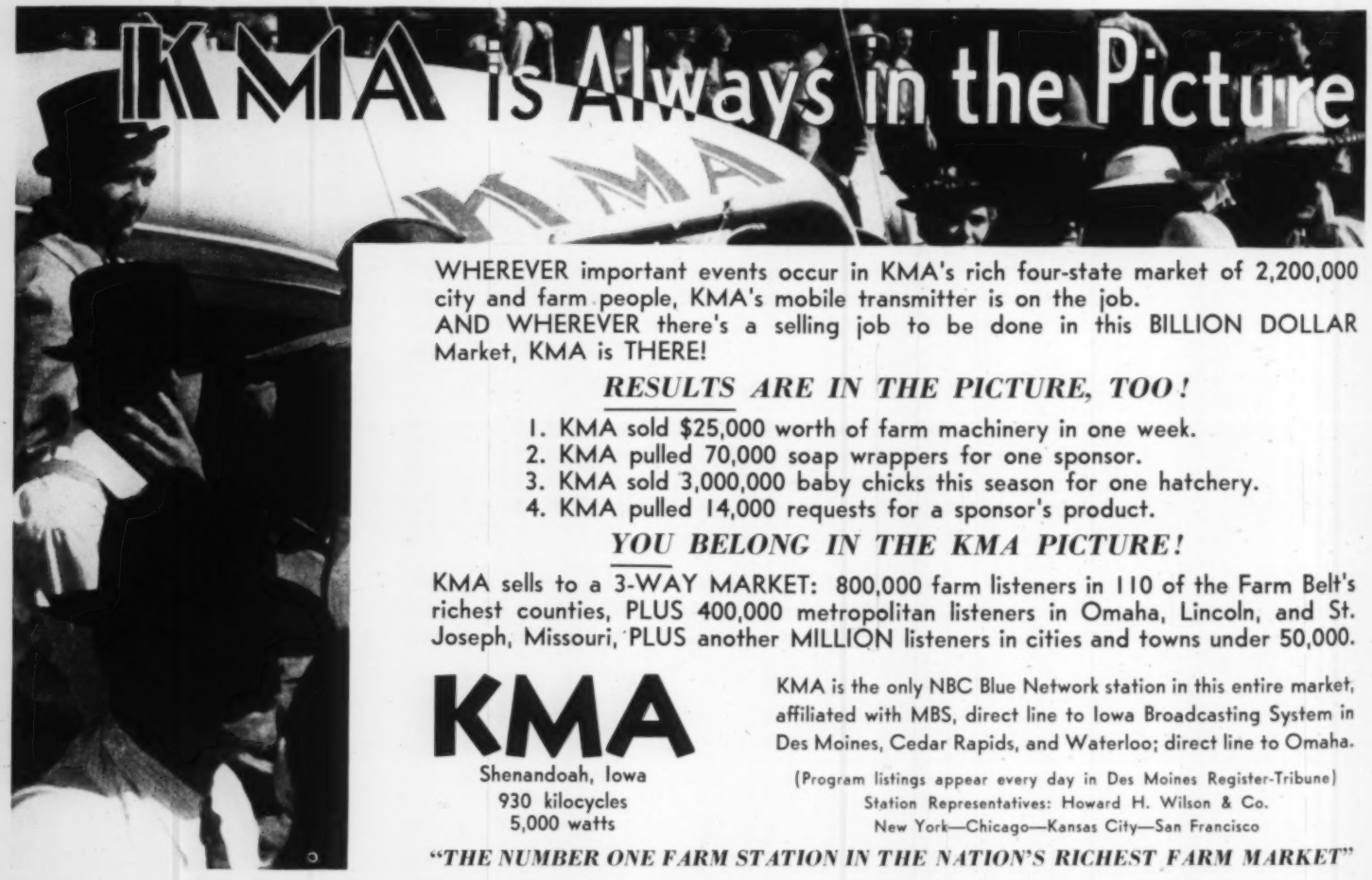
K

KABC San Antonio, Tex.
KABR Aberdeen, S. D.
KADA Ada, Okla.
KALB Alexandria, La.
KALE Portland, Ore.
KAND Corsicana, Tex.
KANS Wichita, Kan.
KARK Little Rock, Ark.
KARM Fresno, Cal.
KASA Elk City, Okla.
KAST Astoria, Ore.
KATE Albert Lea, Minn.
KAWM Gallup, N. M.
KBIX Muskogee, Okla.
KBPS Portland, Ore.
KBND Bend, Ore.
*KBKR Baker, Ore.
KBST Big Spring, Tex.
KBTM Jonesboro, Ark.
KCKN Kansas City, Kan.
KCMC Texarkana, Tex.-Ark.
KCMO Kansas City, Mo.
KCRC Enid, Okla.
KCRJ Jerome, Ariz.
KDAL Duluth, Minn.
KDB Santa Barbara, Calif.
KDFN Casper, Wyo.
KDKA Pittsburgh
KDLR Devils Lake, N. D.
KDNT Denton, Tex.
KDON Monterey, Calif.
*KDRO Sedalia, Mo.
*KDTH Dubuque, Ia.
KDYL Salt Lake City, Utah
KECA Los Angeles
KEEN Seattle, Wash.
KEHE Los Angeles
KELA Centralia, Wash.
KELD El Dorado, Ark.
KELO Sioux Falls, S. D.
KERN Bakersfield, Calif.
KEUB Price, Utah
KEX Portland, Ore.
KFAB Lincoln, Nebr.
KFAC Los Angeles
KFAM St. Cloud, Minn.
*KFAR Fairbanks, Alaska
KFBB Great Falls, Mont.
†KFBI Abilene, Kan.
KFBK Sacramento, Calif.

† Authorized to move to Wichita, Kan.

*KFDA Amarillo, Tex.
KFDM Beaumont, Tex.
KFDY Brookings, S. D.
KFEL Denver
KFEQ St. Joseph, Mo.
KFGQ Boone, Ia.
KFH Wichita, Kan.
KFI Los Angeles
KFIO Spokane, Wash.
KFIZ Fond du Lac, Wis.
KFJB Marshalltown, Ia.
KFJI Klamath Falls, Ore.
KFJM Grand Forks, N. D.
KFJZ Fort Worth, Tex.
KFKA Greeley, Colo.
KFKU Lawrence, Kan.
KFNF Shenandoah, Ia.
KFOR Lincoln, Nebr.
KFOX Long Beach, Calif.
KFPL Dublin, Tex.
KFPW Fort Smith, Ark.
KFPY Spokane, Wash.
KFQD Anchorage, Alaska
KFRC San Francisco
KFRO Longview, Tex.
KFRU Columbia, Mo.
KFSD San Diego, Calif.
KFSG Los Angeles
KFUO St. Louis
KFVD Los Angeles
KFVS Cape Girardeau, Mo.
KFWB Hollywood, Calif.
KFXD Nampa, Idaho
KFXJ Grand Junction, Colo.
KFXM San Bernardino, Calif.
KFYO Lubbock, Tex.
KFYR Bismarck, N. D.
KGA Spokane, Wash.
KGB San Diego, Calif.
KGBU Ketchikan, Alaska
KGBX Springfield, Mo.
KGCA Decorah, Ia.
KGCU Mandan, N. D.
KGCX Wolf Point, Mont.
KGDE Fergus Falls, Minn.
KGDM Stockton, Calif.
KGEK Sterling, Colo.
KGER Long Beach, Calif.
KGEZ Kalispell, Mont.
KGFF Shawnee, Okla.
KGFI Brownsville, Tex.
KGFJ Los Angeles
KGFL Roswell, N. M.
KGFW Kearney, Nebr.
KGFX Pierre, S. D.
KGGF Coffeyville, Kan.
KGGM Albuquerque, N. M.
KGHF Pueblo, Colo.
KGHI Little Rock, Ark.
KGHL Billings, Mont.
KGIR Butte, Mont.
KGIW Alamosa, Colo.
KGKB Tyler, Tex.
KGKL San Angelo, Tex.
KGKO Fort Worth, Tex.
KGKY Scottsbluff, Nebr.
KGLO Mason City, Ia.
KGLU Safford, Ariz.
KGMB Honolulu, Hawaii
KGNC Amarillo, Tex.
KGNF N. Platte, Nebr.
KGNO Dodge City, Kan.
KGO San Francisco
KGU Honolulu, Hawaii
KGVO Missoula, Mont.
KGW Portland, Ore.
KGY Olympia, Wash.
KHBC Hilo, Hawaii
KHBG Okmulgee, Okla.
KHJ Los Angeles
KHQ Spokane, Wash.
KHSL Chico, Calif.
KHUB Watsonville, Calif.
KICA Clovis, N. M.
KID Idaho Falls, Idaho
KIDO Boise, Idaho
KIDW Lamar, Colo.
KIEM Eureka, Calif.
KIEV Glendale, Calif.
KINY Juneau, Alaska
KIRO Seattle, Wash.
KIT Yakima, Wash.
KITE Kansas City, Mo.
KIUL Garden City, Kans.
KIUN Pecos, Tex.
KIUP Durango, Colo.
KJBS San Francisco, Calif.
KJR Seattle, Wash.
KLAH Carlsbad, N. M.
KLBM LaGrande, Ore.
KLCN Blytheville, Ark.
KLO Ogden, Utah
KLPM Minot, N. D.
KLRA Little Rock, Ark.
KLS Oakland, Calif.
KLUF Galveston, Texas
KLX Oakland, Calif.
KLZ Denver
KMA Shenandoah, Ia.
KMAC San Antonio, Tex.
KMBC Kansas City
KMED Medford, Ore.
KMJ Fresno, Calif.
KMLB Monroe, La.
KMMJ Grand Island, Nebr.
KMO Tacoma, Wash.
KMOX St. Louis
KMPC Beverly Hills, Calif.
KMTR Hollywood, Calif.
KNEL Brady, Tex.
KNET Palestine, Tex.
KNOW Austin, Tex.
KNX Los Angeles
KOA Denver
KOAC Corvallis, Ore.
KOAM Pittsburg, Kan.
KOB Albuquerque, N. M.
KOBH Rapid City, S. Dak.
KOCA Kilgore, Tex.
KOCY Oklahoma City
KOH Reno, Nev.
KOIL Omaha, Nebr.
KOIN Portland, Ore.
KOKO La Junta, Colo.
KOL Seattle, Wash.
KOMA Oklahoma City
KOME Tulsa, Okla.
KOMO Seattle, Wash.
KONO San Antonio, Tex.
KOOS Marshfield, Ore.
KORE Eugene, Ore.
KOTN Pine Bluff, Ark.
KOVC Valley City, N. Dak.
*KOVO Provo, Utah
KOWH Omaha, Nebr.
KOY Phoenix, Ariz.
KPAB Laredo, Tex.
KPAC Port Arthur, Tex.
KPDN Pampa, Tex.
KPFA Helena, Mont.
KPLC Lake Charles, La.
KPLT Paris, Tex.
KPMC Bakersfield, Cal.
KPO San Francisco
KPOF Denver
KPPC Pasadena, Calif.
KPQ Wenatchee, Wash.
KPRC Houston, Tex.
KQV Pittsburgh
KQW San Jose, Calif.
KRBA Lufkin, Tex.
KRBC Abilene, Tex.
*KRBM Bozeman, Mont.
KRE Berkeley, Calif.
KRGV Weslaco, Tex.
KRIC Beaumont, Tex.
KRIS Corpus Christi, Tex.
KRKD Los Angeles
KRKO Everett, Wash.
KRLC Lewiston, Idaho
KRLD Dallas, Tex.
KRLH Midland, Tex.
KRMC Jamestown, N. Dak.
KRMD Shreveport, La.
KRNR Roseburg, Ore.
KRNT Des Moines, Ia.
KROC Rochester, Minn.
*KROD El Paso, Tex.
KROW Oakland, Calif.
KROY Sacramento, Calif.
KRQA Santa Fe, N. M.
KRRV Sherman, Tex.
KRSC Seattle, Wash.
KSAC Manhattan, Kan.
KSAL Salina, Kan.
KSAM Huntsville, Tex.
KSAN San Francisco
KSCJ Sioux City, Ia.
KSD St. Louis
KSEI Pocatello, Idaho
KSFO San Francisco, Calif.
KSL Salt Lake City, Utah
KSLM Salem, Ore.
KSO Des Moines, Ia.
KSOO Sioux Falls, S. D.
KSRO Santa Rosa, Calif.
KSTP Minneapolis-St. Paul
KSUB Cedar City, Utah
KSUN Lowell, Ariz.
KTAR Phoenix, Ariz.
KTAT Fort Worth, Tex.
*KTBC Austin, Tex.
KTBS Shreveport, La.
KTEM Temple, Tex.
KTFI Twin Falls, Idaho
KTHS Hot Springs, Ark.
KTKC Visalia, Cal.
KTMS Santa Barbara, Cal.
*KTOH Lihue, Hawaii
KTOK Oklahoma City
KTRB Modesto, Calif.
KTRH Houston, Tex.
KTRI Sioux City, Ia.
KTSA San Antonio, Tex.
KTSM El Paso, Tex.
KTSW Emporia, Kan.
KTUC Tucson, Ariz.
KTUL Tulsa, Okla.
KTW Seattle, Wash.
KUJ Walla Walla, Wash.
KUMA Yuma, Ariz.
KUOA Siloam Springs, Ark.
KUSD Vermillion, S. D.
KUTA Salt Lake City
*KVAK Atchison, Kan.
*KVAN Vancouver, Wash.
KVCV Redding, Calif.
KVEC San Luis Obispo, Cal.
KVGB Great Bend, Kan.
KVI Tacoma, Wash.
KVNU Logan, Utah
KVOA Tucson, Ariz.
KVOD Denver, Colo.
KVOE Santa Ana, Calif.
KVOL Lafayette, La.
KVOO Tulsa, Okla.
KVOR Colo. Springs, Colo.
KVOS Bellingham, Wash.
KVOX Moorhead, Minn.
KVRS Rock Springs, Wyo.
KVSO Ardmore, Okla.
KVWC Vernon, Tex.
*KWAL Wallace, Idaho
KWBG Hutchinson, Kan.
KWEW Hobbs, N. M.
*KWFT Wichita Falls, Tex.
KWG Stockton, Calif.
KWJB Globe, Ariz.
KWJJ Portland, Ore.
KWK St. Louis
KWKH Shreveport, La.
KWLC Decorah, Ia.
KWLK Longview, Wash.
KWNO Winona, Minn.
KWOC Poplar Bluff, Mo.
KWOS Jefferson City, Mo.
KWSC Pullman, Wash.
KWTN Watertown, S. D.
KWTO Springfield, Mo.
KWYO Sheridan, Wyo.
KXA Seattle, Wash.
KXL Portland, Ore.
KXO El Centro, Calif.
KXOK St. Louis, Mo.
*KXOX Sweetwater, Tex.
KXRO Aberdeen, Wash.
KXYZ Houston, Tex.
KYA San Francisco
*KYCA Prescott, Ariz.
KYOS Merced, Cal.
KYSM Mankato, Minn.
KYW Philadelphia

(Con. on Page 170)



WHEREVER important events occur in KMA's rich four-state market of 2,200,000 city and farm people, KMA's mobile transmitter is on the job.
AND WHEREVER there's a selling job to be done in this BILLION DOLLAR Market, KMA is THERE!

RESULTS ARE IN THE PICTURE, TOO!

1. KMA sold $25,000 worth of farm machinery in one week.
2. KMA pulled 70,000 soap wrappers for one sponsor.
3. KMA sold 3,000,000 baby chicks this season for one hatchery.
4. KMA pulled 14,000 requests for a sponsor's product.

YOU BELONG IN THE KMA PICTURE!

KMA sells to a 3-WAY MARKET: 800,000 farm listeners in 110 of the Farm Belt's richest counties, PLUS 400,000 metropolitan listeners in Omaha, Lincoln, and St. Joseph, Missouri, PLUS another MILLION listeners in cities and towns under 50,000.

KMA

Shenandoah, Iowa
930 kilocycles
5,000 watts

KMA is the only NBC Blue Network station in this entire market, affiliated with MBS, direct line to Iowa Broadcasting System in Des Moines, Cedar Rapids, and Waterloo; direct line to Omaha.

(Program listings appear every day in Des Moines Register-Tribune)
Station Representatives: Howard H. Wilson & Co.
New York—Chicago—Kansas City—San Francisco

"THE NUMBER ONE FARM STATION IN THE NATION'S RICHEST FARM MARKET"

WE COVER THE UNITED STATES

WILLIAM E. PLUMMER

CLYDE H. BOND

GLENN D. GILLETT
& ASSOCIATES
Consulting Radio Engineers
WASHINGTON, D. C.

MARCY EAGER

GLENN D. GILLETT

DIRECTORY OF U. S. BROADCASTING STATIONS BY CALL LETTERS

** Denotes new station authorized but not yet in operation as of June 15, 1939.* (†) *Indicates a footnote.*

(Continued from page 168)

W

WAAB	Boston
WAAF	Chicago
WAAT	Jersey City, N. J.
WABC	New York
WABI	Bangor, Me.
WABY	Albany, N. Y.
WACO	Waco, Tex.
WADC	Akron, O.
WAGA	Atlanta
WAGF	Dothan, Ala.
WAGM	Presque Isle, Me.
WAIM	Anderson, S. C.
WAIR	Winston-Salem, N. C.
WALA	Mobile, Ala.
WALR	Zanesville, O.
WAML	Laurel, Miss.
WAPI	Birmingham, Ala.
WAPO	Chattanooga, Tenn.
WARD	Brooklyn
WASH	Grand Rapids, Mich.
WATL	Atlanta, Ga.
WATR	Waterbury, Conn.
WAVE	Louisville, Ky.
WAWZ	Zarephath, N. J.
WAYX	Waycross, Ga.
WAZL	Hazleton, Pa.
WBAA	W. Lafayette, Ind.
*WBAB	Atlantic City, N. J.
WBAL	Baltimore
WBAP	Fort Worth, Tex.
WBAX	Wilkes-Barre, Pa.
WBBC	Brooklyn
WBBL	Richmond, Va.
WBBM	Chicago
WBBR	Brooklyn
WBBZ	Ponca City, Okla.
WBCM	Bay City, Mich.
WBEN	Buffalo, N. Y.
WBEO	Marquette, Mich.
WBHP	Huntsville, Ala.
WBIG	Greensboro, N. C.
WBIL	New York City
WBLK	Clarksburg, W. Va.
WBNO	New Orleans
WBNS	Columbus, O.
WBNX	New York
WBNY	Buffalo, N. Y.
WBOW	Terre Haute, Ind.
WBRB	Red Bank, N. J.
WBRC	Birmingham, Ala.
WBRE	Wilkes-Barre, Pa.
WBRK	Pittsfield, Mass.
WBRY	Waterbury, Conn.
WBT	Charlotte, N. C.
WBTH	Williamson, W. Va.
WBTM	Danville, Va.
WBZ	Boston
WBZA	Springfield, Mass.
WCAD	Canton, N. Y.
WCAE	Pittsburgh
WCAL	Northfield, Minn.
WCAM	Camden, N. J.
WCAO	Baltimore
WCAP	Asbury Park, N. J.
WCAT	Rapid City, S. D.
WCAU	Philadelphia
WCAX	Burlington, Vt.
WCAZ	Carthage, Ill.
WCBA	Allentown, Pa.
WCBD	Chicago, Ill.
WCBM	Baltimore
WCBS	Springfield, Ill.
WCCO	Minneapolis
WCFL	Chicago
WCHS	Charleston, W. Va.
WCHV	Charlottesville, Va.
WCKY	Cincinnati
WCLE	Cleveland
WCLO	Janesville, Wis.
WCLS	Joliet, Ill.
WCMI	Ashland, Ky.
WCNW	Brooklyn
WCOA	Pensacola, Fla.
WCOC	Meridian, Miss.
WCOL	Columbus, O.
WCOP	Boston
*WCOS	Columbia, S. C.
WCOU	Lewiston, Me.
WCOV	Montgomery, Ala.
WCPO	Cincinnati
WCRW	Chicago, Ill.
WCSC	Charleston, S. C.
WCSH	Portland, Me.
WDAE	Tampa, Fla.
WDAF	Kansas City, Mo.
WDAH	El Paso, Tex.
WDAN	Danville, Ill.
WDAS	Philadelphia
WDAY	Fargo, N. D.
WDBJ	Roanoke, Va.
WDBO	Orlando, Fla.
WDEL	Wilmington, Del.
WDEV	Waterbury, Vt.
WDGY	Minneapolis
WDNC	Durham, N. C.
WDOD	Chattanooga, Tenn.
WDRC	Hartford, Conn.
*WDSM	Superior, Wis.
WDSU	New Orleans
WDWS	Champaign, Ill.
WDZ	Tuscola, Ill.
WEAF	New York
WEAN	Providence, R. I.
WEAU	Eau Claire, Wis.
WEBC	Duluth, Minn.
WEEI	Boston
WEEU	Reading, Pa.
WELI	New Haven, Conn.
WELL	Battle Creek, Mich.
WEMP	Milwaukee
WENR	Chicago
*WENY	Elmira, N. Y.
WEOA	Evansville, Ind.
WESG	Elmira, N. Y.
WEST	Easton, Pa.
WEVD	New York
WEW	St. Louis
WEXL	Royal Oak, Mich.
WFAA	Dallas, Tex.
WFAM	South Bend, Ind.
WFAS	White Plains, N. Y.
WFBC	Greenville, S. C.
WFBG	Altoona, Pa.
WFBL	Syracuse, N. Y.
WFBM	Indianapolis
WFBR	Baltimore
WFDF	Flint, Mich.
WFEA	Manchester, N. H.
WFIL	Philadelphia
WFLA	Tampa, Fla.
WFMD	Frederick, Md.
*WFMJ	Youngstown, O.
*WFNC	Fayetteville, N. C.
WFOR	Hattiesburg, Miss.
WFOY	St. Augustine, Fla.
WFTC	Kinston, N. C.
*WFVA	Fredericksburg, Va.
WGAL	Lancaster, Pa.
WGAN	Portland, Me.
WGAR	Cleveland
WGAU	Athens, Ga.
WGBB	Freeport, N. Y.
WGBF	Evansville, Ind.
WGBI	Scranton, Pa.
WGCM	Gulfport, Miss.
*WGBR	Goldsboro, N. C.
WGES	Chicago
WGH	Newport News, Va.
WGIL	Galesburg, Ill.
*WGKV	Charleston, W. Va.
WGL	Fort Wayne, Ind.
WGN	Chicago
WGNC	Gastonia, N. C.
WGNY	Newburgh, N. Y.
WGPC	Albany, Ga.
WGR	Buffalo, N. Y.
WGRC	New Albany, Ind.
†WGRM	Grenada, Miss.
WGST	Atlanta
WGTM	Wilson, N. C.
WGY	Schenectady, N. Y.
WHA	Madison, Wis.
WHAI	Greenfield, Mass.
WHAM	Rochester, N. Y.
WHAS	Louisville, Ky.
WHAT	Philadelphia
WHAZ	Troy, N. Y.
WHB	Kansas City, Mo.
WHBB	Selma, Ala.
WHBC	Canton, O.
WHBF	Rock Island, Ill.
WHBI	Newark, N. J.
WHBL	Sheboygan, Wis.
WHBQ	Memphis
WHBU	Anderson, Ind.
‡WHBY	Green Bay, Wis.
WHDF	Calumet, Mich.
WHDH	Boston
WHDL	Olean, N. Y.
WHEB	Portsmouth, N. H.
WHEC	Rochester, N. Y.
WHFC	Cicero, Ill.
WHIO	Dayton, O.
WHIP	Hammond, Ind.
WHIS	Bluefield, W. Va.
WHJB	Greensburg, Pa.
WHK	Cleveland
WHKC	Columbus, O.
WHLB	Virginia, Minn.
WHLS	Port Huron, Mich.
WHMA	Anniston, Ala.
WHN	New York
WHO	Des Moines, Ia.
WHOM	Jersey City, N. J.
WHP	Harrisburg, Pa.
WIBA	Madison, Wis.
WIBC	Indianapolis, Ind.
WIBG	Glenside, Pa.
WIBM	Jackson, Mich.
WIBU	Poynette, Wis.
WIBW	Topeka, Kan.
WIBX	Utica, N. Y.
WICA	Ashtabula, O.
WICC	Bridgeport, Conn.
WIL	St. Louis
WILL	Urbana, Ill.
WILM	Wilmington, Del.
WIND	Gary, Ind.
*WINN	Louisville, Ky.
WINS	New York
WIOD	Miami
WIP	Philadelphia
WIRE	Indianapolis
WIS	Columbia, S. C.
*WISE	Asheville, N. C.
WISN	Milwaukee
WJAC	Johnstown, Pa.
WJAG	Norfolk, Nebr.
WJAR	Providence, R. I.
WJAS	Pittsburgh
WJAX	Jacksonville, Fla.
WJBC	Bloomington, Ill.
WJBK	Detroit
WJBL	Decatur, Ill.
WJBO	Baton Rouge, La.
WJBW	New Orleans
WJBY	Gadsden, Ala.
WJDX	Jackson, Miss.
WJEJ	Hagerstown, Md.
WJHL	Johnson City, Tenn.
*WJHP	Jacksonville, Fla.
WJIM	Lansing, Mich.
WJJD	Chicago
WJLS	Beckley, W. Va.
WJMC	Rice Lake, Wis.
WJMS	Ironwood, Mich.
WJNO	W. Palm Beach, Fla.
WJR	Detroit
WJRD	Tuscaloosa, Ala.
WJSV	Washington, D. C.
WJTN	Jamestown, N. Y.
WJW	Akron, O.
WJZ	New York
WKAQ	San Juan, P. R.
WKAR	E. Lansing, Mich.
WKAT	Miami Beach, Fla.
WKBB	Dubuque, Ia.
WKBH	La Crosse, Wis.
WKBN	Youngstown, O.
WKBO	Harrisburg, Pa.
WKBV	Richmond, Ind.
WKBW	Buffalo
WKBZ	Muskegon, Mich.
WKEU	Griffin, Ga.
WKOK	Sunbury, Pa.
WKRC	Cincinnati
WKST	New Castle, Pa.
WKY	Oklahoma City
WKZO	Kalamazoo, Mich.
WLAC	Nashville, Tenn.
WLAK	Lakeland, Fla.
WLAP	Lexington, Ky.
WLAW	Lawrence, Mass.
WLB	Minneapolis
WLBC	Muncie, Ind.
WLBL	Stevens Point, Wis.
WLBZ	Bangor, Me.
WLEU	Erie, Pa.
WLLH	Lowell, Mass.
WLNH	Laconia, N. H.
WLOK	Lima, Ohio
WLS	Chicago
WLTH	New York
WLVA	Lynchburg, Va.
WLW	Cincinnati
WMAL	Washington, D. C.
WMAQ	Chicago
WMAS	Springfield, Mass.
WMAZ	Macon, Ga.
WMBC	Detroit
WMBD	Peoria, Ill.
WMBG	Richmond, Va.
WMBH	Joplin, Mo.
WMBI	Chicago
WMBO	Auburn, N. Y.
WMBR	Jacksonville, Fla.
WMBS	Uniontown, Pa.
WMC	Memphis
WMCA	New York
WMEX	Boston, Mass.
WMFD	Wilmington, N. C.
WMFF	Plattsburg, N. Y.
WMFG	Hibbing, Minn.
WMFJ	Daytona Beach, Fla.
WMFO	Decatur, Ala.
WMFR	High Point, N. C.
WMIN	St. Paul, Minn.
WMMN	Fairmont, W. Va.
*WMOB	Mobile, Ala.
WMPC	Lapeer, Mich.
WMPS	Memphis, Tenn.
WMRO	Aurora, Ill.
WMSD	Muscle Shoals City, Ala.
WMT	Cedar Rapids, Ia.
WNAC	Boston
WNAD	Norman, Okla.
WNAX	Yankton, S. D.
WNBC	New Britain, Conn.
WNBF	Binghamton, N. Y.
WNBH	New Bedford, Mass.
WNBX	Springfield, Vt.
WNBZ	Saranac Lake, N. Y.
WNEL	San Juan, P. R.
WNEW	New York
WNLC	New London, Conn.
WNOX	Knoxville, Tenn.
WNYC	New York
WOAI	San Antonio, Tex.
WOC	Davenport, Ia.
*WOCB	Osterville, Mass.
WOI	Ames, Ia.
WOKO	Albany, N. Y.
WOL	Washington, D. C.
WOLS	Florence, S. C.
WOMI	Owensboro, Ky.
WOMT	Manitowoc, Wis.
WOOD	Grand Rapids, Mich.
WOPI	Bristol, Tenn.
WOR	Newark, N. J.
WORC	Worcester, Mass.
WORK	York, Pa.
WORL	Boston, Mass.
WOSU	Columbus, O.
WOV	New York
WOW	Omaha, Nebr.
WOWO	Fort Wayne, Ind.
WPAD	Paducah, Ky.
WPAR	Parkersburg, W. Va.
WPAX	Thomasville, Ga.
WPAY	Portsmouth, O.
WPEN	Philadelphia
WPG	Atlantic City, N. J.
WPIC	Sharon, Pa.
*WPIV	Petersburg, Va.
WPRA	Mayaguez, P. R.
WPRO	Providence, R. I.
WPRP	Ponce, P. R.
WPTF	Raleigh, N. C.
WQAM	Miami
WQAN	Scranton, Pa.
WQBC	Vicksburg, Miss.
WQDM	St. Albans, Vt.
WQXR	New York
WRAK	Williamsport, Pa.
WRAL	Raleigh, N. C.
WRAW	Reading, Pa.
WRBL	Columbus, Ga.
WRC	Washington, D. C.
WRDO	Augusta, Me.
WRDW	Augusta, Ga.
WREC	Memphis
WREN	Lawrence, Kan.
WRGA	Rome, Ga.
WRJN	Racine, Wis.
WRNL	Richmond, Va.
WROK	Rockford, Ill.
WROL	Knoxville, Tenn.
WRR	Dallas, Tex.
WRTD	Richmond, Va.
WRUF	Gainsville, Fla.
WRVA	Richmond, Va.
WSAI	Cincinnati
WSAJ	Grove City, Pa.
WSAL	Salisbury, Md.
WSAN	Allentown, Pa.
WSAR	Fall River, Mass.
WSAU	Wausau, Wis.
*WSAV	Savannah, Ga.
WSAY	Rochester, N. Y.
WSAZ	Huntington, W. Va.
WSB	Atlanta
WSBC	Chicago
WSBT	South Bend, Ind.
WSFA	Montgomery, Ala.
WSGN	Birmingham
WSIX	Nashville, Tenn.
WSJS	Winston-Salem, N. C.
*WSKB	McComb, Miss.
WSLI	Jackson, Miss.
WSM	Nashville, Tenn.
WSMB	New Orleans
WSMK	Dayton, O.
WSNJ	Bridgeton, N. J.
WSOC	Charlotte, N. C.
WSPA	Spartanburg, S. C.
WSPD	Toledo, O.
WSPR	Springfield, Mass.
WSTP	Salisbury, N. C.
WSUI	Iowa City, Ia.
WSUN	St. Petersburg, Fla.
WSVA	Harrisonburg, Va.
WSVS	Buffalo, N. Y.
WSYB	Rutland, Vt.
WSYR-WSYU	Syracuse, N.Y.
WTAD	Quincy, Ill.
WTAG	Worcester, Mass.
WTAL	Tallahassee, Fla.
WTAM	Cleveland
WTAQ	Green Bay, Wis.
WTAR	Norfolk, Va.
WTAW	College Station, Tex.
WTAX	Springfield, Ill.
WTBO	Cumberland, Md.
WTCN	Minneapolis
WTEL	Philadelphia
WTHT	Hartford, Conn.
WTIC	Hartford, Conn.
WTJS	Jackson, Tenn.
*WTMA	Charleston, S. C.
*WTMC	Ocala, Fla.
WTMJ	Milwaukee
WTMV	East St. Louis, Ill.
WTNJ	Trenton, N. J.
WTOC	Savannah, Ga.
WTOL	Toledo
WTRC	Elkhart, Ind.
*WTRY	Troy, N. Y.
*WTSP	St. Petersburg, Fla.
WVFW	Brooklyn
WWAE	Hammond, Ind.
WWJ	Detroit
WWL	New Orleans
WWNC	Asheville, N. C.
WWRL	Woodside, N. Y.
WWSW	Pittsburgh
WWVA	Wheeling, W. Va.
WXYZ	Detroit

† *Authorized to move to Greenwood, Miss.*

‡ *Authorized to move to Appleton, Wis.*

Paul F. Godley

Consulting Radio Engineer

Phone

Montclair (N. J.) 2-7859

CLARK CRAFTMANSHIP SPELLS

Q-U-A-L-I-T-Y

T-R-A-N-S-C-R-I-P-T-I-O-N

P-R-O-C-E-S-S-I-N-G

Since the earliest days of radio the skill and exactness of our processed recordings have told their own story of a job well done. Today practically every well known transcription producer is a CLARK client. If you are interested in quality transcription processing we are at your service.

Clark PHONOGRAPH RECORD COMPANY

Main Office NEWARK, N.J. • 216 HIGH ST • Humboldt 2-0880

Broadcast Stations of the United States

(Revised to June 15, 1939)

Explanation: The first column of figures indicates the frequency in kilocycles, the second the day power in watts, the third the night power in watts. Dagger (†) indicates construction permit granted for new station. An asterisk (*) preceding the figures indicates a construction permit for an increase in power or a frequency change. A double asterisk (**) indicates a footnote. A double dagger (‡) preceding the figure indicates that the station is operating on the frequency or power shown by special authorization. *Italics* indicate that the station has reported that it does not sell time. D—Station operates daytime only. L—Limited time; operates night hours only when dominant station is not operating.

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
ALABAMA			
Anniston			
WHMA	1420—D	100	----
Birmingham			
WAPI	1140	5,000	5,000
WBRC	930	5,000	1,000
WSGN	1310	250	100
Decatur			
WMFO	1370—D	100	----
Dothan			
WAGF	1370—D	250	----
Gadsden			
WJBY	1210	250	100
Huntsville			
WBHP	1200	100	100
Mobile			
WALA	1380	1,000	500
†WMOB	1200—D	100	----
Montgomery			
WCOV	1210—D	100	----
WSFA	1410	1,000	500
Muscle Shoals City			
WMSD	1420	100	100
Selma			
WHBB	1500	100	100
Tuscaloosa			
WJRD	1200—D	250	----
ARIZONA			
Globe			
KWJB	1210	250	100
Jerome			
KCRJ	1310	250	100
Lowell			
KSUN	1200	250	100
Phoenix			
KOY	1390	1,000	1,000
KTAR	620	1,000	1,000
Prescott			
†KYCA	1500	250	100
Safford			
KGLU	1420	250	100
Tucson			
KTUC	1370	250	100
KVOA	1260	1,000	1,000
Yuma			
KUMA	1420	100	100
ARKANSAS			
Blytheville			
KLCN	1290—D	100	----
El Dorado			
KELD	1370	100	100
Fort Smith			
KFPW	1210	100	100
Hot Springs			
KTHS	1040 ‡1060	10,000	10,000
Jonesboro			
KBTM	1200—D	100	----
Little Rock			
KARK	890	1,000	1,000
KGHI	1200	250	100
KLRA	1390	5,000	1,000
Pine Bluff			
KOTN	1500	100	100
Siloam Springs			
KUOA	1260—D	5,000	----
CALIFORNIA			
Bakersfield			
KERN	1370	100	100
KPMC	1550	1,000	1,000
Berkeley			
KRE	1370	250	100
Chico			
KHSL	1260	250	250
El Centro			
KXO	1500	100	100
Eureka			
KIEM	1450	1,000	500
Fresno			
KARM	1310	100	100
KMJ	580	1,000	1,000
Glendale			
KIEV	850—D	250	----
CALIFORNIA (Cont'd)			
Long Beach			
KFOX	1250	1,000 *5,000	1,000 1,000
KGER	1360	1,000	1,000
Los Angeles			
KECA	1430	5,000	1,000
KEHE	780	5,000	1,000
KFAC	1300	1,000	1,000
KFI	640	50,000	50,000
KFSG	*1120*	*2,500*	*500*
KFVD	1000	1,000	L-1,000
KFWB	950	5,000	1,000
KGFJ	1200	100	100
KHJ	900	5,000	1,000
KMPC	710	500	L-500
KMTR	570	1,000	1,000
KNX	1050	50,000	50,000
KRKD	1120	2,500	500
Merced			
KYOS	1040—D	250	----
Modesto			
KTRB	740—D	250	----
Monterey			
KDON	1210	100	100
Oakland			
KLS	1280	250	250
KLX	880	1,000	1,000
KROW	930	1,000	1,000
Pasadena			
KPPC	*1210*	*100*	*100*
Redding			
KVCV	1200	100	100
Sacramento			
KFBK	1490	10,000	10,000
KROY	1210—D	100	----
San Bernardino			
KFXM	1210	100	100
San Diego			
KFSD	600	1,000	1,000
KGB	1330	1,000	1,000
San Francisco			
KFRC	610	5,000	1,000
KGO	790	7,500	7,500
KJBS	1070	500	L-500
KPO	680	50,000	50,000
KSAN	1420	100	100
KSFO	560	5,000	1,000
KYA	1230	5,000	1,000
San Jose			
KQW	1010	1,000 *5,000	1,000 1,000
San Luis Obispo			
KVEC	1200	250	100
Santa Ana			
KVOE	1500	100	100
Santa Barbara			
KDB	1500	250	100
KTMS	1220	500	500
Santa Rosa			
KSRO	1310	250	100
Stockton			
KGDM	1100—D	1,000	----
KWG	1200	100	100
Visalia			
KTKC	1190—D *890	250 *1,000	---- *1,000
Watsonville			
KHUB	1310—D	250	----
COLORADO			
Alamosa			
KGIW	1420	100	100
Colorado Springs			
KVOR	1270	1,000	1,000
Denver			
KFEL	920	500 *1,000	500 *1,000
KLZ	560	5,000	1,000
KOA	830	50,000	50,000
KPOF	*880*	*1,000*	*1,000*
KVOD	920 *630	500 *1,000	500 *1,000
Durango			
KIUP	1370	100	100
COLORADO (Cont'd)			
Grand Junction			
KFXJ	1200	250	100
Greeley			
KFKA	880	1,000	500
La Junta			
KOKO	1370	100	100
Lamar			
KIDW	1420	100	100
Pueblo			
KGHF	1320	500	500
Sterling			
KGEK	1200	100	100
CONNECTICUT			
Bridgeport			
WICC	600	1,000	500
Hartford			
WDRC	1330	5,000	1,000
WTHT	1200	100	100
WTIC	1060 ‡1040	50,000	50,000
New Britain			
WNBC	1380	1,000	250
New Haven			
WELI	930	500	250
New London			
WNLC	1500	100	100
Waterbury			
WATR	1290	250	250
WBRY	1530	1,000	1,000
DELAWARE			
Wilmington			
WDEL	1120	1,000	250
WILM	1420	100	100
DISTRICT OF COLUMBIA			
Washington			
WJSV	1460	10,000 *50,000	10,000 *50,000
WMAL	630	500	250
WOL	1230	1,000	1,000
WRC	950	5,000	1,000
FLORIDA			
Daytona Beach			
WMFJ	1420	100	100
Gainesville			
WRUF	830	5,000	L-5,000
Jacksonville			
WJAX	900	5,000	1,000
†WJHP	1290	250	250
WMBR	1370	250	100
Lakeland			
WLAK	1310	250	100
Miami			
WIOD	610	1,000	1,000
WQAM	560	1,000	1,000
Miami Beach			
WKAT	1500	250	100
Ocala			
†WTMC	1500	100	100
Orlando			
WDBO	580	5,000	1,000
Pensacola			
WCOA	1340	1,000	500
St. Augustine			
WFOY	1210	250	100
St. Petersburg			
WSUN	620	5,000	1,000
†WTSP	1370	250	100
Tallahassee			
WTAL	1310	250	100
Tampa			
WDAE	1220	5,000	1,000
WFLA	620	5,000	1,000
West Palm Beach			
WJNO	1200	250	100
GEORGIA			
Albany			
WGPC	1420	100	100
Athens			
WGAU	1310	250	100
Atlanta			
WAGA	1450	1,000	500
WATL	1370	250	100
WGST	890	5,000	1,000
WSB	740	50,000	50,000
Augusta			
WRDW	1500	250	100
Columbus			
WRBL	1200	250	100
Griffin			
WKEU	1500—D	100	----
Macon			
WMAZ	1180	5,000	L-1,000
Rome			
WRGA	1500	250	100
Savannah			
†WSAV	1310	100	100
WTOC	1260	1,000 *5,000	1,000 1,000
Thomasville			
WPAX	1210	250	100
Waycross			
WAYX	1200	250	100
IDAHO			
Boise			
KIDO	1350	2,500	1,000
Idaho Falls			
KID	1320	5,000	500
Lewiston			
KRLC	1390	250	250
Nampa			
KFXD	1200	250	100
Pocatello			
KSEI	900	1,000	250
Twin Falls			
KTFI	1240	1,000	1,000
Wallace			
†KWAL	1420	250	100
ILLINOIS			
Aurora			
WMRO	1250—D	250	----
Bloomington			
WJBC	1200	250	100
Carthage			
WCAZ	1070—D	100	----
Champaign			
WDWS	1370	250	100
Chicago			
WAAF	920—D	1,000	----
WBBM	770	50,000	50,000
WCBD	1080	5,000	L-5,000
WCFL	970	5,000	5,000
WCRW	1210	100	100
WEDC	1210	100	100
WENR	870	50,000	50,000
WGES	1360	500 1,000-Sunday	500
WGN	720	50,000	50,000
WJJD	1130	20,000	L-20,000
WLS	870	50,000	50,000
WMAQ	670	50,000	50,000
WMBI	*1080*	*5,000*	*L-5,000*
WSBC	1210	250	100
Cicero			
WHFC	1420	250	100
Danville			
WDAN	1500	250	100
Decatur			
WJBL	1200	100	100
East Dubuque			
WKBB	1500	250	100
East St. Louis			
WTMV	1500	250	100
Galesburg			
WGIL	1500—D	250	----
Harrisburg			
WEBQ	1210	250	100
Joliet			
WCLS	1310	100	100
Peoria			
WMBD	1440	5,000	1,000
Quincy			
WTAD	900—D	1,000	----
Rockford			
WROK	1410	1,000	500
Rock Island			
WHBF	1240	1,000	1,000
Springfield			
WCBS	1420	250	100
WTAX	1210	100	100
Tuscola			
WDZ	1020—D	250 *1,000	---- ----
Urbana			
WILL	*580—D*	*5,000*	----

(Continued on Page 174)

AS GOOD AS THEY LOOK

Blaw-Knox Vertical Radiators are clean cut in appearance and performance. They are in keeping with the high standards set by the broadcasting industry for other equipment.

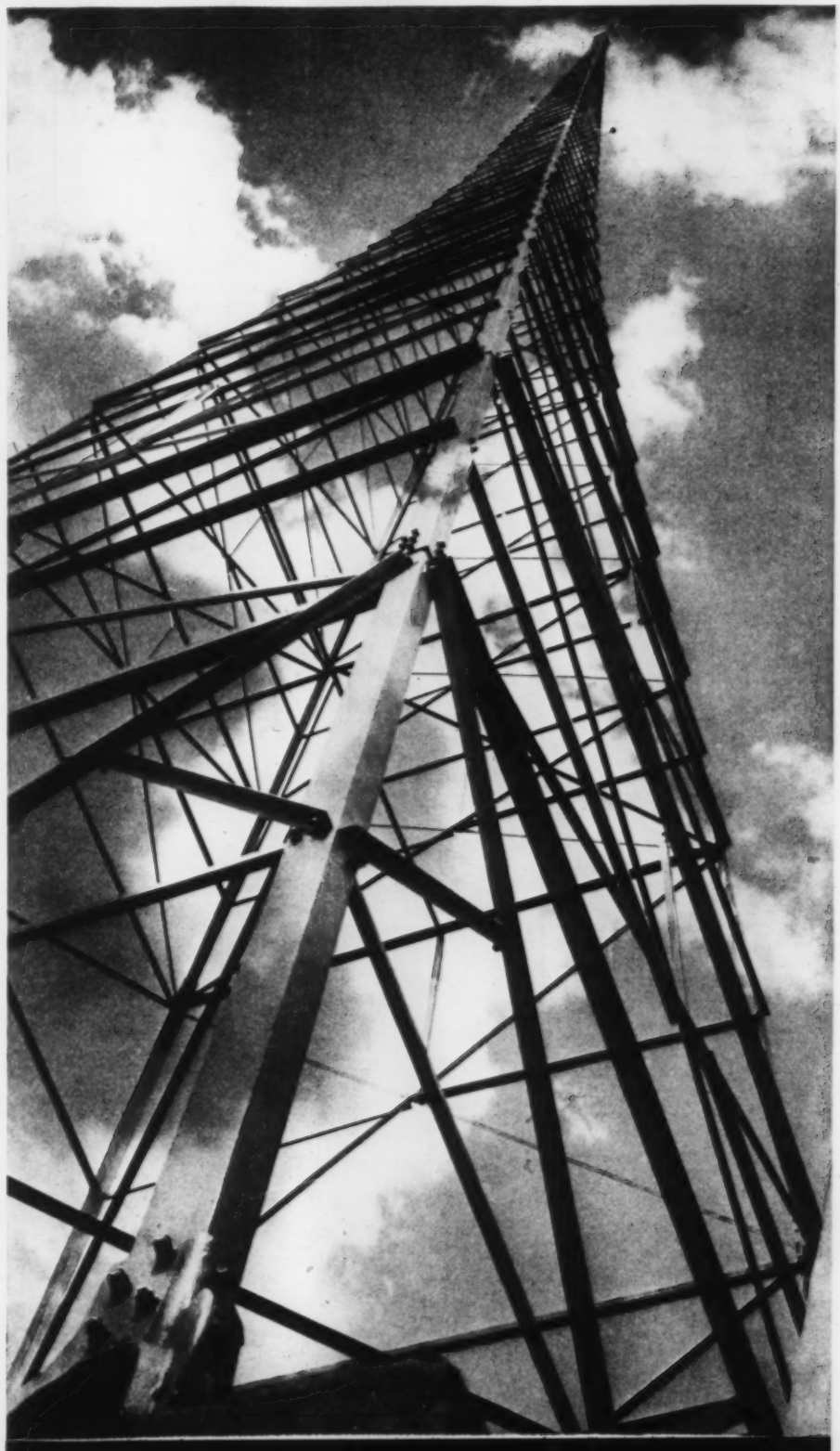
Stations take pride in Blaw-Knox Radiators which are associated by the public with the best in broadcasting.

The self supporting type of Blaw-Knox Radiator has uniform taper and is recommended by radio engineers for either shunt or series excitation.

They give greater coverage with long life and low maintenance cost.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Bldg. · PITTSBURGH, PA.

. . . Blaw-Knox Directional Radio Beacons are used exclusively to guide all air transport service in the United States and Canada. What greater proof of efficiency in the broadest use of the term, can be desired?



BLAW-KNOX
VERTICAL
RADIATORS

BROADCAST STATIONS OF THE UNITED STATES BY STATES

(Continued from page 172)

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
INDIANA			
Anderson			
WHBU	1210	250	100
Elkhart			
WTRC	1310	250	100
Evansville			
WEOA	1370	250	100
WGBF	630	1,000	500
Fort Wayne			
WGL	1370	250	100
WOWO	1160	10,000	10,000
Gary			
WIND	560	5,000	1,000
Hammond			
WHIP	1480—D	5,000	----
WWAE	1200	100	100
Indianapolis			
WFBM	1230	5,000	1,000
WIBC	1050—D	1,000	----
WIRE	1400	5,000	1,000
Muncie			
WLBC	1310	250	100
New Albany			
WGRC	1370—D	250	----
Richmond			
WKBV	1500	100	100
South Bend			
WFAM	1200	100	100
WSBT	1360	500	500
Terre Haute			
WBOW	1310	250	100
West Lafayette			
WBAA	*890*	*1,000*	*500*
IOWA			
Ames			
WOI	*640—D*	*5,000*	----
Boone			
KFGQ	*1370—D*	*100*	----
Cedar Rapids			
WMT	600	5,000	1,000
Davenport			
WOC	1370	250	100
Decorah			
KGCA	*1270—D*	*100*	----
KWLC	*1270—D*	*100*	----
Des Moines			
KRNT	1320	5,000	1,000
KSO	1430	5,000	1,000
WHO	1000	50,000	50,000
Dubuque			
†KDTH	1340—D	500	----
WKBB	1500	250	100
Iowa City			
WSUI	*880*	*1,000*	*500*
Marshalltown			
KFJB	1200	250	100
Mason City			
KGLO	1210	250	100
Shenandoah			
KFNF	890	1,000	500
		*5,000	*1,000
KMA	930	5,000	1,000
Sioux City			
KSCJ	1330	5,000	1,000
KTRI	1420	250	100
KANSAS			
Abilene			
**KFBI	1050	5,000	L-5,000
Atchison			
†KVAK	1420—D	100	----
Coffeyville			
KGGF	1010	1,000	1,000
Dodge City			
KGNO	1340	250	250
Emporia			
KTSW	1370—D	100	----
Garden City			
KIUL	1210	100	100
Great Bend			
KVGB	1370	100	100
Hutchinson			
KWBG	1420	100	100
Kansas City			
KCKN	1310	100	100
Lawrence			
KFKU	*1220*	*5,000*	*1,000*
WREN	1220	5,000	1,000
Manhattan			
KSAC	*580*	*1,000*	*500*
Pittsburg			
KOAM	790—D	1,000	----
Salina			
KSAL	1500	250	100
Topeka			
WIBW	580	5,000	1,000
Wichita			
KANS	1210	100	100
KFH	1300	5,000	1,000

*(**CP authorizing move to Wichita, Kan.)*

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
KENTUCKY			
Ashland			
WCMI	1310	250	100
Covington			
WCKY	1490	10,000	10,000
		*50,000	*50,000
Lexington			
WLAP	1420	250	100
Louisville			
WAVE	940	1,000	1,000
WHAS	820	50,000	50,000
†WINN	1210	250	100
Owensboro			
WOMI	1500	250	100
Paducah			
WPAD	1420	250	100
LOUISIANA			
Alexandria			
KALB	1210	250	100
Baton Rouge			
WJBO	1120	500	500
Lafayette			
KVOL	1310	250	100
Lake Charles			
KPLC	1500	250	100
Monroe			
KMLB	1200	250	100
New Orleans			
WBNO	1420	250	100
WDSU	1250	1,000	1,000
WJBW	1200	100	100
WSMB	1320	5,000	1,000
WWL	850	50,000	50,000
Shreveport			
KRMD	1310	250	100
KTBS	1450	1,000	1,000
KWKH	‡1100	10,000	10,000
		*50,000	*50,000
MAINE			
Augusta			
WRDO	1370	100	100
Bangor			
WABI	1200	250	100
WLBZ	620	1,000	500
Lewiston			
WCOU	1210	100	100
Portland			
WCSH	940	2,500	1,000
WGAN	640	500	L-500
Presque Isle			
WAGM	1420	100	100
MARYLAND			
Baltimore			
WBAL	1060	10,000	10,000
	‡760		‡2,500
WCAO	600	1,000	500
WCBM	1370	250	100
WFBR	1270	1,000	500
		*5,000	*1,000
Cumberland			
WTBO	800—D	250	----
Frederick			
WFMD	900—D	500	----
Hagerstown			
WJEJ	1210	100	100
Salisbury			
WSAL	1200—D	250	----
MASSACHUSETTS			
Boston			
WAAB	1410	1,000	1,000
WBZ	990	50,000	50,000
WCOP	1120—D	500	----
WEEI	590	5,000	1,000
WHDH	830—D	1,000	----
WMEX	1500	250	100
	*1470	*5,000	*5,000
WNAC	1230	5,000	1,000
WORL	920—D	500	----
Fall River			
WSAR	1450	1,000	1,000
Greenfield			
WHAI	1210	250	100
Lawrence			
WLAW	680—D	1,000	----
Lowell			
WLLH	1370	250	100
New Bedford			
WNBH	1310	250	100
Osterville			
†WOCB	1210	250	100
Pittsfield			
WBRK	1310	250	100
Springfield			
WBZA	990	1,000	1,000
WMAS	1420	250	100
WSPR	1140	500	L-500
Worcester			
WORC	1280	500	500
WTAG	580	1,000	1,000

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
MICHIGAN			
Battle Creek			
WELL	1420	100	100
Bay City			
WBCM	1410	1,000	500
Calumet			
WHDF	1370	250	100
Detroit			
WJBK	1500	250	100
WJR	750	50,000	50,000
WMBC	1420	250	100
WWJ	920	5,000	1,000
WXYZ	1240	1,000	1,000
CKLW	1030	5,000	5,000
East Lansing			
WKAR	*850—D*	*1,000*	----
		*5,000	
Flint			
WFDF	1310	100	100
Grand Rapids			
WOOD-WASH	1270	500	500
Ironwood			
WJMS	1420	100	100
Jackson			
WIBM	1370	250	100
Kalamazoo			
WKZO	590	1,000	*250
Lansing			
WJIM	1210	250	100
Lapeer			
WMPC	*1200*	*250*	*100*
Marquette			
WBEO	1310	250	100
Muskegon			
WKBZ	1500	250	100
Port Huron			
WHLS	1370—D	250	----
Royal Oak			
WEXL	1310	50	50
MINNESOTA			
Albert Lea			
KATE	1420	250	100
Duluth			
KDAL	1500	250	100
WEBC	1290	5,000	1,000
Fergus Falls			
KGDE	1200	250	100
Hibbing			
WMFG	1210	250	100
Mankato			
KYSM	1500	250	100
Minneapolis-St. Paul			
KSTP	1460	25,000	10,000
		*50,000	*50,000
WCCO	810	50,000	50,000
WDGY	1180	5,000	L-1,000
WLB	*760*	*5,000*	----
WMIN	1370	250	100
WTCN	1250	5,000	1,000
Moorhead			
KVOX	1310	250	100
Northfield			
WCAL	*760—D*	*5,000*	----
Rochester			
KROC	1310	250	100
St. Cloud			
KFAM	1420	250	100
Virginia			
WHLB	1370	250	100
Winona			
KWNO	1200	250	100
MISSISSIPPI			
Grenada			
**WGRM	1210	250	100
Gulfport-Biloxi			
WGCM	1210	250	100
Hattiesburg			
WFOR	1370	250	100
Jackson			
WJDX	1270	5,000	1,000
WSLI	1420	250	100
Laurel			
WAML	1310	250	100
McComb			
†WSKB	1200—D	100	----
Meridian			
WCOC	880	1,000	1,000
Vicksburg			
WQBC	1360—D	1,000	----

*(**CP authorizing move to Greenwood, Miss.)*

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
MISSOURI			
Cape Girardeau			
KFVS	1210	250	100
Columbia			
KFRU	630	1,000	500
Jefferson City			
KWOS	1310	250	100
Joplin			
WMBH	1420	250	100
MISSOURI (Cont'd)			
Kansas City			
KCMO	1370	100	100
	*1450	*1,000	*1,000
KITE	1530	1,000	1,000
KMBC	950	5,000	1,000
WDAF	610	5,000	1,000
WHB	860—D	1,000	----
WREN	1220	5,000	1,000
Poplar Bluff			
KWOC	1310—D	100	----
Sedalia			
†KDRO	1500	250	100
Springfield			
KGBX	1230	500	500
KWTO	560—D	5,000	----
St. Joseph			
KFEQ	680	2,500	L-500
St. Louis			
KFUO	*550*	*1,000*	*500*
KMOX	1090	50,000	50,000
KSD	550	5,000	1,000
KWK	1350	5,000	1,000
KXOK	1250	1,000	1,000
WEW	760—D	1,000	----
WIL	1200	250	100
WTMV	1500	250	100
MONTANA			
Billings			
KGHL	780	5,000	1,000
Bozeman			
†KRBM	1420	250	100
Butte			
KGIR	1340	5,000	1,000
Great Falls			
KFBB	1280	5,000	1,000
Helena			
KPFA	1210	250	100
Kalispell			
KGEZ	1310	100	100
Missoula			
KGVO	1260	5,000	1,000
Wolf Point			
KGCX	1450	1,000	1,000
NEBRASKA			
Grand Island			
KMMJ	740	1,000	L-1,000
Kearney			
KGFW	1310	250	100
Lincoln			
KFAB	770	10,000	10,000
KFOR	1210	250	100
Norfolk			
WJAG	1060	1,000	L-1,000
North Platte			
KGNF	1430—D	1,000	----
Omaha			
KOIL	1260	5,000	1,000
KOWH	660—D	500	----
WOW	590	5,000	1,000
Scottsbluff			
KGKY	1500	250	100
NEVADA			
Reno			
KOH	1380	500	500
NEW HAMPSHIRE			
Laconia			
WLNH	1310	100	100
Manchester			
WFEA	1340	1,000	500
Portsmouth			
WHEB	740—D	250	----
NEW JERSEY			
Asbury Park			
WCAP	1280	500	500
Atlantic City			
†WBAB	1200	250	100
WPG	1100	5,000	5,000
Bridgeton			
WSNJ	1210—D	100	
		*250	*100
Camden			
WCAM	1280	500	500
Jersey City			
WAAT	940—D	500	----
WHOM	1450	250	250
Newark			
WHBI	1250	2,500	1,000
WOR	710	50,000	50,000
Red Bank			
WBRB	1210	100	100
Trenton			
WTNJ	1280	500	500
Zarephath			
WAWZ	*1350*	*1,000*	*1,000*

(Continued on Page 176)

Stations that Can Afford the Best Choose I. N. S.

News as Soon as It Happens

High-Speed (*60-words-a-minute*) Teletype Equipment

The World's Finest Reportorial and Writing Talent

Exclusive News Features

Personalized Service

Sales Promotion Cooperation

More than 200 radio stations in the United States are giving their listeners and advertisers the advantages of International News Service. These are stations that place a high value on news, both as an audience service feature and for sponsorship to produce the best advertising results.

Full Details and Rates Will be Given Upon Request

INTERNATIONAL NEWS SERVICE

BROADCAST STATIONS OF THE UNITED STATES BY STATES

(Continued from page 174)

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
NEW MEXICO			
Albuquerque			
KGGM	1230	1,000	1,000
KOB	1180	10,000	10,000
Carlsbad			
KLAH	1210	250	100
Clovis			
KICA	1370	100	100
Gallup			
KAWM	1500	250	100
Hobbs			
KWEW	1500—D	100	----
Roswell			
KGFL	1370	100	100
Santa Fe			
KVSF	1310	100	100
NEW YORK			
Albany			
WABY	1370	250	100
WOKO	1430	1,000	500
Auburn			
WMBO	1310	250	100
Binghamton			
WNBF	1500	250	100
Brooklyn			
WARD	1400	500	500
WBBC	1400	500	500
WBBR	*1300*	*1,000*	*1,000*
WCNW	1500	250	100
WLTH	1400	500	500
WVFW	1400	500	500
Buffalo			
WBEN	900	5,000	1,000
WBNY	1370	250	100
WEBR	1310	250	100
WGR	550	5,000	1,000
WKBW	1480	5,000	5,000
WSVS	*1370*	*50*	*50*
Canton			
WCAD	*1220—D*	*500*	----
Elmira			
†WENY	1200—D	250	----
WESG	‡850—D	1,000	----
Freeport			
WGBB	1210	100	100
Jamestown			
WJTN	1210	250	100
Newburgh			
WGNY	1220	250	----
New York			
WABC	860	50,000	50,000
WBIL	1100	5,000	5,000
WBNX	1350	1,000	1,000
WEAF	660	50,000	50,000
WEVD	1300	1,000	1,000
WHN	1010	5,000	1,000
WINS	1180	1,000	L-1,000
WJZ	760	50,000	50,000
WMCA	570	1,000	1,000
WNEW	1250	5,000	1,000
WNYC	*810—D*	*1,000*	
WOR	710	50,000	50,000
WOV	1130	1,000	L-1,000
WQXR	1550	1,000	1,000
WWRL	1500	250	100
Olean			
WHDL	1400—D	250	----
Plattsburg			
WMFF	1310	250	100
Rochester			
WHAM	1150	50,000	50,000
WHEC	1430	1,000	500
WSAY	1210	250	100
Saranac Lake			
WNBZ	1290—D	100	----
Schenectady			
WGY	790	50,000	50,000
Syracuse			
WFBL	1360	5,000	1,000
WSYR-WSYU	570	1,000	1,000
Troy			
WHAZ	1300	1,000	1,000
†WTRY	950—D	1,000	----
Utica			
WIBX	1200	250	100
White Plains			
WFAS	1210	100	100
NORTH CAROLINA			
Asheville			
†WISE	1370	100	100
WWNC	570	1,000	1,000
Charlotte			
WBT	1080	50,000	50,000
WSOC	1210	250	100
Durham			
WDNC	1500	250	100
Fayetteville			
†WFNC	1340—D	250	----
NORTH CAROLINA (Cont'd)			
Gastonia			
WGNC	1420	250	100
Goldsboro			
†WGBR	1370	100	100
Greensboro			
WBIG	1440	5,000	1,000
High Point			
WMFR	1200	100	100
Kinston			
WFTC	1200	250	100
Raleigh			
WPTF	680	5,000	5,000
WRAL	1210	250	100
Rocky Mount			
WEED	1420	250	100
Salisbury			
WSTP	1500	250	100
Wilmington			
WMFD	1370	100	100
Wilson			
WGTM	1310—D	100	----
Winston-Salem			
WAIR	1250—D	250	----
WSJS	1310	250	100
NORTH DAKOTA			
Bismarck			
KFYR	550	5,000	1,000
Devils Lake			
KDLR	1210	250	100
Fargo			
WDAY	940	5,000	1,000
Grand Forks			
KFJM	1410	1,000	500
Jamestown			
KRMC	1370	250	100
Mandan			
KGCU	1240	250	250
Minot			
KLPM	1360	1,000	500
Valley City			
KOVC	1500	250	100
OHIO			
Akron			
WADC	1320	5,000	1,000
WJW	1210	250	100
Ashtabula			
WICA	940—D	250	----
Canton			
WHBC	1200	100	100
		*250	100
Cincinnati			
WCKY	1490	10,000	10,000
		*50,000	*50,000
WCPO	1200	250	100
WKRC	550	5,000	5,000
WLW	700	50,000	50,000
WSAI	1330	5,000	1,000
Cleveland			
WCLE	610—D	500	----
WGAR	1450	5,000	1,000
WHK	1390	2,500	1,000
WTAM	1070	50,000	50,000
Columbus			
WBNS	1430	5,000	1,000
WCOL	1210	100	100
WHKC	640	500	L-500
WOSU	*570*	*1,000*	*1,000*
Dayton			
WHIO	1260	5,000	1,000
WSMK	1380	200	200
		*500	*250
Lima			
WLOK	1210—D	100	----
Portsmouth			
WPAY	1370	100	100
Toledo			
WSPD	1340	5,000	1,000
WTOL	1200	100	100
Youngstown			
†WFMJ	1420—D	100	
WKBN	570	1,000	500
Zanesville			
WALR	1210	100	100
OKLAHOMA			
Ada			
KADA	1200	100	100
Ardmore			
KVSO	1210	250	100
Elk City			
KASA	1210	100	100
Enid			
KCRC	1360	250	250
Muskogee			
KBIX	1500	100	100
OKLAHOMA (Cont'd)			
Norman			
WNAD	*1010*	*1,000*	*1,000*
Oklahoma City			
KOCY	1310	250	100
KOMA	1480	5,000	5,000
KTOK	1370	250	100
WKY	900	5,000	1,000
Okmulgee			
KHBG	1210—D	100	----
Ponca City			
WBBZ	1200	250	100
Shawnee			
KGFF	1420	250	100
Tulsa			
KOME	1310—D	250	
KTUL	1400	5,000	1,000
KVOO	1140	25,000	25,000
OREGON			
Astoria			
KAST	1200	250	100
Baker			
†KBKR	1500	250	100
Bend			
KBND	1310	250	100
Corvallis			
KOAC	*550*	*1,000*	*1,000*
Eugene			
KORE	1420	100	100
Klamath Falls			
KFJI	1210	100	100
La Grande			
KLBM	1420	250	100
Marshfield			
KOOS	1200	250	100
Medford			
KMED	1410	250	250
		*1,000	250
Portland			
KALE	1300	1,000	1,000
KBPS	*1420*	*100*	*100*
KEX	1180	5,000	5,000
KGW	620	5,000	1,000
KOIN	940	5,000	1,000
KWJJ	‡1040	500	L-500
KXL	1420	250	100
Roseburg			
KRNR	1500	250	100
Salem			
KSLM	1360	500	500
PENNSYLVANIA			
Allentown			
WCBA-WSAN	1440	500	500
Altoona			
WFBG	1310	100	100
Easton			
WEST	1200	250	100
Erie			
WLEU	1420	250	100
Greensburg			
WHJB	620—D	250	----
Grove City			
WSAJ	*1310*	*100*	*100*
Harrisburg			
WHP	1430	1,000	500
		*5,000	*1,000
WKBO	1200	250	100
Hazleton			
WAZL	1420	100	100
Johnstown			
WJAC	1310	250	100
Lancaster			
WGAL	1500	250	100
New Castle			
WKST	1250—D	250	----
Philadelphia			
KYW	1020	10,000	10,000
WCAU	1170	50,000	50,000
WDAS	1370	250	100
WFIL	560	1,000	1,000
WHAT	1310	100	100
WIBG	970—D	100	----
WIP	610	1,000	1,000
WPEN	920	1,000	1,000
WTEL	1310	100	100
Pittsburgh			
KDKA	980	50,000	50,000
KQV	1380	1,000	500
WCAE	1230	5,000	1,000
WJAS	1290	5,000	1,000
WWSW	1500	250	100
Reading			
WEEU	830—D	1,000	----
WRAW	1310	100	100
Scranton			
WGBI	880	1,000	500
WQAN	*880*	*1,000*	*500*
Sharon			
WPIC	780—D	250	----
PENNSYLVANIA (Cont'd)			
Sunbury			
WKOK	1210	100	100
Uniontown			
WMBS	1420	250	100
Wilkes-Barre			
WBAX	1210	100	100
WBRE	1310	250	100
Williamsport			
WRAK	1370	250	100
York			
WORK	1320	1,000	1,000
RHODE ISLAND			
Providence			
WEAN	780	5,000	1,000
WJAR	890	5,000	1,000
WPRO	630	1,000	500
		*5,000	*1,000
SOUTH CAROLINA			
Anderson			
WAIM	1200	100	100
Charleston			
WCSC	1360	1,000	500
†WTMA	1210	250	100
Columbia			
†WCOS	1370	250	100
WIS	560	5,000	1,000
Florence			
WOLS	1200—D	100	----
Greenville			
WFBC	1300	5,000	1,000
Spartanburg			
WSPA	920—D	1,000	----
SOUTH DAKOTA			
Aberdeen			
KABR	1390	1,000	500
Brookings			
KFDY	*780—D*	*1,000*	----
Pierre			
KGFX	630—D	200	----
Rapid City			
KOBH	1370	250	100
WCAT	*1200—D*	*100*	----
Sioux Falls			
KELO	1200	250	100
KSOO	1110	5,000	L-5,000
Vermillion			
KUSD	*890*	*500*	*500*
Watertown			
KWTN	1210	100	100
Yankton			
WNAX	570	5,000	1,000
TENNESSEE			
Bristol			
WOPI	1500	100	100
Chattanooga			
WAPO	1420	250	100
WDOD	1280	5,000	1,000
Jackson			
WTJS	1310	250	100
Johnson City			
WJHL	1200	250	100
Knoxville			
WNOX	1010	5,000	1,000
WROL	1310	250	100
Memphis			
WHBQ	1370	100	100
WMC	780	5,000	1,000
WMPS	1430	1,000	500
WREC	600	5,000	1,000
Nashville			
WLAC	1470	5,000	5,000
WSIX	1210	250	100
WSM	650	50,000	50,000
TEXAS			
Abilene			
KRBC	1420	250	100
Amarillo			
†KFDA	1500	100	100
KGNC	1410	2,500	1,000
Austin			
KNOW	1500	250	100
†KTBC	1120—D	1,000	----
Beaumont			
KFDM	560	1,000	500
KRIC	1420	250	100
Big Spring			
KBST	1500	100	100

(*Continued on Page 178*)

Maps and other things Broadcasters need

You can get from us exactly the map you need. A simple, neat map with just the necessary detail to show what lies within the signal strength contours; an economic map, such as we make for Printers' Ink Market Explorations, that pictures a condition; a decorative map that can be suitably used for framing; a picture map that entertains and is instructive, too.

Your map, if made by us, will be both artistic and accurate. We go to original government sources, use the latest data for all map detail. We carry out each step with a thorough understanding of the eventual use to be made of the map by broadcaster, engineer and agency.

And your map is FREE OF COPYRIGHT restrictions. You may use the map we furnish you in any way you wish.

Market Data

There is available today a very large amount of information about your market—that is to say, about its people, how they live and work and spend their money. We can relate any or all of this factual matter to your coverage, sift out the best selling points, dramatize them in chart or map form.

No matter how large or small the market you serve, no matter what the competitive situation, remember this: the market facts come first - then your relationship to that market.

Smart Promotion

You can profitably delegate us to carry out your promotion plan completely. The material we furnish you will not only be accurate and complete to every necessary detail—it will also be smart, attractive and thoroughly modern in appearance.

Reasonable Cost

We sincerely believe that the growing success of our service to the radio industry is based on furnishing a good product at a reasonable cost. Whatever the nature of your problem, you will find our charges moderate for the work and material. We invite your further inquiry.

WALTER P. BURN & ASSOCIATES *Inc.*

7 WEST 44th STREET • NEW YORK

Affiliated: MARKET DATA SERVICE, INC., *Bridgeport, Conn.*

BROCHURES
TALENT-PROGRAM BOOKS
MARKET DATA FOLDERS
SPECIAL FOLDERS
LIST-MAILING SERVICE
COMPLETE MAIL CAMPAIGNS

MARKET DATA
REFERENCE MANUALS
SALES MANUALS
QUOTA STUDIES
ENGINEERING MEASUREMENTS - EDGAR FELIX

DRAMATIZED
EASEL PRESENTATIONS.
PHOTOGRAPHIC AND
ART SERVICES

COUNTY OUTLINE MAPS
ECONOMIC MAPS
DISTORT MAPS
PICTORIAL MAPS
DECORATIVE MAPS
LISTENING AREA MAPS

Those who make an art of living depend on this world famed hotel as the very embodiment of gracious service, true refinement and dignified hospitality.

Under the Same Management as
The Gotham NEW YORK CITY
The Drake CHICAGO
The Evanshire EVANSTON, ILL.
The Town House LOS ANGELES
A. S. Kirkeby, Managing Director

The Blackstone
MICHIGAN AVENUE · CHICAGO

EVERYTHING about The Gotham bespeaks gracious living—its spacious rooms, its atmosphere of good taste, its superb cuisine. Elegance is apparent..economy not forgotten.

Under the Same Management as
The Drake CHICAGO
The Blackstone CHICAGO
The Evanshire EVANSTON, ILL.
The Town House LOS ANGELES
A. S. Kirkeby, Managing Director

The Gotham
5th Ave. at 55th St. NEW YORK CITY

BROADCAST STATIONS OF UNITED STATES

(Continued from page 176)

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
TEXAS (Cont'd)			
Brady			
KNEL	1500—D	250	----
Brownsville			
KGFI	1500	250	100
College Station			
WTAW	*1120*	*500*	*500*
Corpus Christi			
KRIS	1330	500	500
Corsicana			
KAND	1310—D	100	----
Dallas			
KRLD	1040	10,000 *50,000	10,000 *50,000
WFAA	800	50,000	50,000
WRR	1280	500	500
Denton			
KDNT	1420—D	100	----
Dublin			
KFPL	1310	250	100
El Paso			
†KROD	1500	100	100
KTSM-WDAH	1310	250	100
Fort Worth			
KFJZ	1370	250	100
KGKO	570	5,000	1,000
KTAT	1240	1,000	1,000
WBAP	800	50,000	50,000
Galveston			
KLUF	1370	250	100
Houston			
KPRC	920	5,000	1,000
KTRH	1290	5,000	1,000
KXYZ	1440	1,000	1,000
Huntsville			
KSAM	1500—D	100	----
Kilgore			
KOCA	1210	250	100
Laredo			
KPAB	1500	250	100
Longview			
KFRO	1370—D	250	----
	*1340	*1,000	*1,000
Lubbock			
KFYO	1310	250	100
Lufkin			
KRBA	1310—D	100	----
Midland			
KRLH	1420—D	100	----
Palestine			
KNET	1420—D	100	----
Pampa			
KPDN	1310—D	100	----
Paris			
KPLT	1500—D	250	----
Pecos			
KIUN	1370	100	100
Port Arthur			
KPAC	1220	500	500
San Angelo			
KGKL	1370	250	100
San Antonio			
KABC	1420	250	100
KMAC	1370	250	100
KONO	1370	250	100
KTSA	550	5,000	1,000
WOAI	1190	50,000	50,000
Sherman			
KRRV	1310—D	250	----
Sweetwater			
†KXOX	1210—D	250	----
Temple			
KTEM	1370—D	250	----
Texarkana			
KCMC	1420	250	100
Tyler			
KGKB	1500	250	100
Vernon			
KVWC	1500	250	100
Waco			
WACO	1420	250	100
Weslaco			
KRGV	1260	1,000	1,000
Wichita Falls			
†KWFT	620	1,000	250
UTAH			
Cedar City			
KSUB	1310	100	100
Logan			
KVNU	1200	100	100
Ogden			
KLO	1400	500	500
		*5,000	*1,000
Price			
KEUB	1420	100	100
Provo			
†KOVO	1210	250	100
Salt Lake City			
KDYL	1290	5,000	1,000
KSL	1130	50,000	50,000
KUTA	1500	100	100
VERMONT			
Burlington			
WCAX	1200	250	100
Rutland			
WSYB	1500	100	100
Springfield			
WNBX	1260	1,000	1,000
St. Albans			
WQDM	1390—D	1,000	----
Waterbury			
WDEV	550—D	500	----
VIRGINIA			
Charlottesville			
WCHV	1420	250	100
Danville			
WBTM	1370	250	100
Fredericksburg			
†WFVA	1260—D	250	----
Harrisonburg			
WSVA	550—D	500	----
Lynchburg			
WLVA	1200	250	100
Newport News			
WGH	1310	250	100
Norfolk			
WTAR	780	5,000	1,000
Petersburg			
†WPIV	1210	250	100
Richmond			
WBBL	*1210*	*100*	*100*
WMBG	1350	500	500
WRNL	880—D	500	----
		*1,000	*1,000
WRTD	1500	100	100
WRVA	1110	50,000	50,000
Roanoke			
WDBJ	930	5,000	1,000
WASHINGTON			
Aberdeen			
KXRO	1310	250	100
Bellingham			
KVOS	1200	100	100
Centralia			
KELA	1440	1,000	1,000
Everett			
KRKO	1370	50	50
Longview			
KWLK	780—D	250	----
Olympia			
KGY	1210	100	100
Pullman			
KWSC	*1220*	*5,000*	*1,000*
Seattle			
KEEN	1370	100	100
KIRO	650	250	L-250
	‡710	‡1,000	‡1,000
KJR	970	5,000	5,000
KOL	1270	5,000	1,000
KOMO	920	5,000	1,000
KRSC	1120	250	250
KTW	*1220*	*1,000*	*1,000*
KXA	760	500	L-250
		*1,000	*L-1,000
Spokane			
KFIO	1120—D	100	----
KFPY	890	5,000	1,000
KGA	1470	5,000	5,000
KHQ	590	5,000	1,000
Tacoma			
KMO	1330	1,000	1,000
KVI	570	5,000	1,000
Vancouver			
†KVAN	880—D	250	----
Walla Walla			
KUJ	1370	100	100
Wenatchee			
KPQ	1500	250	100
Yakima			
KIT	1250	1,000	500
WEST VIRGINIA			
Beckley			
WJLS	1210	250	100
Bluefield			
WHIS	1410	1,000	500
Charleston			
WCHS	580	1,000	500
†WGKV	1500	100	100
Clarksburg			
WBLK	1370	250	100
Fairmont			
WMMN	890	5,000	1,000
Huntington			
WSAZ	1190	1,000	L-1,000
Parkersburg			
WPAR	1420	100	100
Wheeling			
WWVA	1160	5,000	5,000
Williamson			
WBTH	1370—D	100	----
WISCONSIN			
Eau Claire			
WEAU	1050	1,000	L-1,000
		*5,000	L-1,000
Fond du Lac			
KFIZ	1420	100	100
Green Bay			
**WHBY	1200	250	100
WTAQ	1330	5,000	1,000
Janesville			
WCLO	1200	250	100
La Crosse			
WKBH	1380	1,000	1,000
Madison			
WHA	*940—D*	*5,000*	----
WIBA	1280	5,000	1,000
Manitowoc			
WOMT	1210	100	100
Milwaukee			
WEMP	1310	250	100
WISN	1120	1,000	250
WTMJ	620	5,000	1,000
Poynette			
WIBU	1210	250	100
Racine			
WRJN	1370	250	100
Rice Lake			
WJMC	1210—D	250	----
Sheboygan			
WHBL	1300	1,000	250
Stevens Point			
WLBL	*900—D*	*5,000*	----
Superior			
†WDSM	1200	100	100
WEBC	1290	5,000	1,000
Wausau			
WSAU	1370	250	100

(**CP authorizing move to Appleton, Wisc.)

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
WYOMING			
Casper			
KDFN	1440	500	500
Rock Springs			
KVRS	1370	250	100
Sheridan			
KWYO	1370	250	100

U. S. Possessions

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
ALASKA			
Anchorage			
KFQD	780	250	250
Fairbanks			
†KFAR	610	1,000	1,000
Juneau			
KINY	1430	250	250
Ketchikan			
KGBU	900	500	500
HAWAII			
Hilo			
KHBC	1400	250	250
Honolulu			
KGMB	1320	1,000	1,000
KGU	750	2,500	L-2,500
Lihue			
†KTOH	1500	250	100
PUERTO RICO			
Mayaguez			
WPRA	1370	250	100
	*780	*2,500	*1,000
Ponce			
WPRP	1420	250	100
San Juan			
WKAQ	1240	1,000	1,000
WNEL	1290	2,500	1,000

IT TAKES 50,000 WATTS FOR REAL COVERAGE IN TEXAS

WOAI in San Antonio
NBC TQN
REPRESENTED NATIONALLY BY EDWARD PETRY AND CO.

BROADCAST STATIONS OF CANADA

(Revised to June 15, 1939; † Indicates station not yet in operation)

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
ALBERTA			
Calgary			
CFAC	930	1,000	1,000
CFCN	1030	10,000	10,000
CJCJ	690	100	100
Edmonton			
CFRN	960	100	100
CJCA	730	1,000	1,000
CKUA	*580*	*500*	*500*
Grande Prairie			
CFGP	1200	100	100
Lethbridge			
CJOC	1210	100	100
BRITISH COLUMBIA			
Chilliwack			
CHWK	780	100	100
Kamloops			
CFJC	880	1,000	1,000
Kelowna			
CKOV	630	1,000	1,000
Nelson			
†CKLN	1420	100	100
Prince Rupert			
CFPR	580	50	50
Trail			
CJAT	910	1,000	1,000
Vancouver			
CBR	1100	5,000	5,000
CJOR	600	500	500
CKCD	1010	100	100
CKFC	1410	50	50
CKMO	1410	100	100
CKWX	1010	100	100
Victoria			
CFCT	1450	500	500
MANITOBA			
Brandon			
CKX	1120	1,000	1,000
Flin Flon			
CFAR	1370	100	100
Winnipeg			
CJRC	630	1,000	1,000
CKY	910	15,000	15,000
NEW BRUNSWICK			
Fredericton			
CFNB	550	1,000	1,000
Moncton			
CKCW	1370	100	100
Sackville			
CBA	1050	50,000	50,000
Saint John			
CHSJ	1120	100	100
NOVA SCOTIA			
Halifax			
CHNS	930	1,000	1,000
†CJHC	1290	1,000	1,000
Sydney			
CJCB	1240	1,000	1,000
Wolfville			
CKIC	*1010*	*50*	*50*
Yarmouth			
CJLS	1310	100	100
ONTARIO			
Brantford			
CKPC	930	100	100
Chatham			
CFCO	630	100	100
Cobalt			
CKMC	*1210*	*50*	*50*
Fort William-Port Arthur			
CKPR	580	1,000	1,000
Hamilton			
CHML	1010	100	100
CKOC	1120	1,000	500
Kenora			
CKCA	1420	250	100
Kingston			
CFRC	1510	100	100
Kirkland Lake			
CJKL	1310	100	100
	*560	*1,000	*1,000
London			
CFPL	730	100	100
North Bay			
CFCH	930	100	100
Ottawa			
CBO	880	1,000	1,000
CKCO	1010	100	100
Owen Sound			
†CFOS	1370	100	100
ONTARIO (Cont'd)			
Prescott			
CFLC	930	100	100
St. Catharines			
CKTB	1200	100	100
Sault Ste. Marie			
CJIC	1500	100	100
Stratford			
CJCS	1210	50	50
Sudbury			
CKSO	780	1,000	1,000
Timmins			
CKGB	1440	100	100
	*960	*1,000	*1,000
Toronto			
CBL	840	50,000	50,000
CBY	1420	100	100
CFRB	690	10,000	10,000
CKCL	580	100	100
Waterloo-Kitchener			
CKCR	1510	100	100
Windsor			
CKLW	1030	5,000	5,000
Wingham			
CKNX	1200	100	100
PRINCE EDWARD ISLAND			
Charlottetown			
CFCY	630	1,000	1,000
CHCK	1310	50	50
Summerside			
CHGS	1450	50	50
QUEBEC			
Chicoutimi			
CBJ	1120	100	100
Hull			
CKCH	1210	100	100
Montreal			
CBF	910	50,000	50,000
CBM	960	5,000	5,000
CFCF	600	500	500
CHLP	1120	100	100
CKAC	730	5,000	5,000
New Carlisle			
CHNC	610	1,000	1,000
Quebec			
CBV	950	1,000	1,000
CHRC	580	100	100
CKCV	1310	100	100
Rimouski			
CJBR	1030	1,000	1,000
Rouyn			
CKRN	1370	100	100
Ste. Anne de la Pocatiere			
CHGB	1200	100	100
Sherbrooke			
CHLT	1210	100	100
Three Rivers			
CHLN	1420	100	100
SASKATCHEWAN			
Moose Jaw			
CHAB	1200	250	100
North Battleford			
†CHNB	1420	100	100
Prince Albert			
CKBI	1210	100	100
Regina			
CJRM	950	1,000	1,000
CKCK	1010	1,000	1,000
Saskatoon			
†CBK	540	50,000	50,000
CFQC	600	1,000	1,000
Yorkton			
CJGX	1430	1,000	1,000

HIGHLIGHTS

on the Map of Canadian Radio

- CKCK REGINA, SASK.
- CHAB MOOSE JAW, SASK.
- CJOC LETHBRIDGE, ALTA.
- CFAC CALGARY, ALTA.
- CJCA EDMONTON, ALTA.
- CJAT TRAIL, B. C.

All basic C.B.C. stations which means the cream of the network commercials.

Representatives

U. S. A.—WEED & CO.

Canada: ALL CANADA RADIO FACILITIES, LTD.

When you see the Above Coat of Arms You Think of Nova Scotia

—

When You Think of Nova Scotia You Must Think of

CHNS

The Key Station of the Maritimes at Halifax

CFCF

MONTREAL

first IN CANADA'S RICHEST MARKET

Put your sales message over quickly, economically and successfully by using CFCF, the Voice of Canada's Metropolitan market. Over ONE MILLION people in Greater Montreal are either English or Bilingual and regularly tune to CFCF for the best in radio entertainment and the latest news.

CFCF will build sales for you.

CFCF and Short Wave CFCX

owned and operated by

CANADIAN MARCONI COMPANY

Representatives:

CANADA

All Canada Radio Facilities

U. S. A.

Weed & Company

NBC Affiliate

CFCF *dominates a* BI-LINGUAL AUDIENCE *of over* 1,000,000

UNITED STATES BROADCASTING STATIONS BY FREQUENCIES

(Licensed or Authorized by FCC as of June 15, 1939)

**CP granted for increase in power. †Construction permit for new station. ‡Special authorization for power or frequency. CP—Construction permit for frequency.*
L- Limited time; operates night hours only when dominant station is not operating

Call Letters	City	Day Power in Watts	Night Power in Watts
550 KC. REGIONAL			
KFUO	St. Louis	1,000	500
KFYR	Bismarck, N. D.	5,000	1,000
KOAC	Corvallis, Ore.	1,000	1,000
KSD	St. Louis	5,000	1,000
KTSA	San Antonio	5,000	1,000
WDEV	Waterbury, Vt.	500	-----
WGR	Buffalo, N. Y.	5,000	1,000
WKRC	Cincinnati	5,000	5,000
WSVA	Harrisonburg, Va.	500	-----
560 KC. REGIONAL			
KFDM	Beaumont, Tex.	1,000	500
KLZ	Denver	5,000	1,000
KSFO	San Francisco	5,000	1,000
KWTO	Springfield, Mo.	5,000	-----
WFIL	Philadelphia	1,000	1,000
WIND	Gary, Ind.	5,000	1,000
WIS	Columbia, S. C.	5,000	1,000
WQAM	Miami, Fla.	1,000	1,000
570 KC. REGIONAL			
KGKO	Fort Worth, Tex.	5,000	1,000
KMTR	Los Angeles	1,000	1,000
KVI	Tacoma, Wash.	5,000	1,000
WKBN	Youngstown, O.	1,000	500
†WMAM	Marinette, Wis.	250	-----
WMCA	New York	1,000	1,000
WNAX	Yankton, S. D.	5,000	1,000
WOSU	Columbus, O.	1,000	1,000
WSYR	Syracuse, N. Y.	1,000	1,000
WWNC	Asheville, N. C.	1,000	1,000
580 KC. REGIONAL—CANADIAN SHARED			
KMJ	Fresno, Calif.	1,000	1,000
KSAC	Manhattan, Kan.	1,000	500
WCHS	Charleston, W. Va.	1,000	500
WDBO	Orlando, Fla.	5,000	1,000
WILL	Urbana, Ill.	5,000	-----
WIBW	Topeka, Kan.	5,000	1,000
WTAG	Worcester, Mass.	1,000	1,000
590 KC. REGIONAL			
KHQ	Spokane, Wash.	5,000	1,000
WEEI	Boston	5,000	1,000
WKZO	Kalamazoo, Mich.	1,000	250
WOW	Omaha, Nebr.	5,000	1,000
600 KC. REGIONAL—CANADIAN SHARED			
KFSD	San Diego, Calif	1,000	1,000
WCAO	Baltimore	1,000	500
WICC	Bridgeport, Conn.	1,000	500
WMT	Cedar Rapids, Ia.	5,000	1,000
WREC	Memphis	5,000	1,000
610 KC. REGIONAL			
†KFAR	Fairbanks, Alaska	1,000	1,000
KFRC	San Francisco	5,000	1,000
WDAF	Kansas City	5,000	1,000
WIOD	Miami	1,000	1,000
WIP	Philadelphia	1,000	1,000
WCLE	Cleveland	500	-----
620 KC. REGIONAL			
KGW	Portland, Ore.	5,000	1,000
KTAR	Phoenix, Ariz.	1,000	1,000
†KWFT	Wichita Falls, Tex.	1,000	250
WFLA	Tampa, Fla.	5,000	1,000
WSUN	St. Petersburg, Fla.	5,000	1,000
WHJB	Greensburg, Pa.	250	-----
WLBZ	Bangor, Me.	1,000	500
WTMJ	Milwaukee	5,000	1,000
630 KC. REGIONAL—CANADIAN SHARED			
KFRU	Columbia, Mo.	1,000	500
KGFX	Pierre, S. D.	200	-----
KVOD	(CP) Denver, Colo.	*1,000	*1,000
WGBF	Evansville, Ind.	1,000	500
WMAL	Washington, D.C.	500	250
WPRO	Providence, R. I.	1,000	500
		*5,000	*1,000
640 KC. CLEAR			
KFI	Los Angeles	50,000	50,000
WHKC	Columbus, O.	500	500
WOI	Ames, Ia.	5,000	-----
WGAN	Portland, Me.	500	500
650 KC. CLEAR			
KIRO	Seattle	250	L-250
	(‡710 kc.)	‡1,000	‡1,000
WSM	Nashville, Tenn.	50,000	50,000
660 KC. CLEAR			
KOWH	Omaha, Nebr.	500	-----
WEAF	New York	50,000	50,000
670 KC. CLEAR			
WMAQ	Chicago	50,000	50,000
680 KC. CLEAR			
KFEQ	St. Joseph, Mo.	2,500	L-500
KPO	San Francisco	50,000	50,000
WLAW	Lawrence, Mass.	1,000	-----
WPTF	Raleigh, N. C.	5,000	5,000
690 KC. CANADIAN EXCLUSIVE			
700 KC. CLEAR			
WLW	Cincinnati	50,000	50,000
710 KC. CLEAR			
KIRO	Seattle	‡1,000	‡1,000
KMPC	Beverly Hills, Calif.	500	L-500
WOR	Newark, N. J.	50,000	50,000
720 KC. CLEAR			
WGN	Chicago	50,000	50,000
730 KC. CANADIAN EXCLUSIVE			
740 KC. CLEAR			
KMMJ	Grand Island, Neb.	1,000	L-1,000
KTRB	Modesto, Calif	250	-----
WHEB	Portsmouth, N. H.	250	-----
WSB	Atlanta	50,000	50,000
750 KC. CLEAR			
KGU	Honolulu, Hawaii	2,500	2,500
WJR	Detroit	50,000	50,000
760 KC. CLEAR			
KXA	Seattle	500	250
		*1,000	*L-1,000
WEW	St. Louis	1,000	-----
WJZ	New York	50,000	50,000
‡WBAL	Baltimore		‡2,500
WCAL	Northfield, Minn.	5,000	-----
WLB	Minneapolis	5,000	-----
770 KC. CLEAR			
KFAB	Lincoln, Nebr.	10,000	10,000
WBBM	Chicago	50,000	50,000
780 KC. REGIONAL—CANADIAN SHARED			
KEHE	Los Angeles	5,000	1,000
KFDY	Brookings, S. D.	1,000	-----
KFQD	Anchorage, Alaska	250	250
KGHL	Billings, Mont.	5,000	1,000
KWLK	Longview, Wash.	250	-----
WEAN	Providence, R. I.	5,000	1,000
WMC	Memphis	5,000	1,000
WPIC	Sharon, Pa.	250	-----
WPRA	(CP) Mayaguez, P. R.	2,500	*1,000
WTAR	Norfolk, Va.	5,000	1,000
790 KC. CLEAR			
KGO	San Francisco	7,500	7,500
WGY	Schenectady, N. Y.	50,000	50,000
KOAM	Pittsburg, Kan.	1,000	-----
800 KC. CLEAR			
WBAP	Fort Worth, Tex.	50,000	50,000
WFAA	Dallas, Tex.	50,000	50,000
WTBO	Cumberland, Md.	250	-----
810 KC. CLEAR			
WCCO	Minneapolis	50,000	50,000
WNYC	New York	1,000	-----
820 KC. CLEAR			
WHAS	Louisville	50,000	50,000
830 KC. CLEAR			
KOA	Denver	50,000	50,000
WEEU	Reading, Pa.	1,000	-----
WHDH	Boston	1,000	-----
WRUF	Gainesville, Fla.	5,000	L-5,000
840 KC. CANADIAN EXCLUSIVE			
850 KC. CLEAR			
KIEV	Glendale, Calif.	250	-----
KWKH	Shreveport, La.	(‡1100 kc.) 10,000	10,000
‡WESG	Elmira, N. Y.	1,000	-----
WWL	New Orleans	50,000	50,000
WKAR	E. Lansing, Mich.	1,000	-----
		*5,000	-----
860 KC. CLEAR			
WABC	New York	50,000	50,000
WHB	Kansas City	1,000	-----
870 KC. CLEAR			
WENR	Chicago	50,000	50,000
WLS	Chicago	50,000	50,000
WNOX	Knoxville, Tenn.	5,000	1,000
880 KC. REGIONAL—CANADIAN SHARED			
KFKA	Greeley, Colo.	1,000	500
KLX	Oakland, Calif.	1,000	1,000
KPOF	Denver	1,000	1,000
WCOC	Meridian, Miss.	1,000	1,000
WGBI	Scranton, Pa.	1,000	500
WRNL	Richmond, Va.	500	-----
		*1,000	*1,000
WQAN	Scranton, Pa.	1,000	500
WSUI	Iowa City, Ia.	1,000	500
†KVAN	Vancouver, Wash.	250	-----
890 KC. REGIONAL			
KARK	Little Rock, Ark.	1,000	1,000
KFNF	Shenandoah, Ia.	1,000	500
		*5,000	*1,000
KFPY	Spokane, Wash.	5000	1,000
KTKC	(CP) Visalia, Calif.	*1,000	*1,000
KUSD	Vermillion, S. D.	500	500
WBAA	West Lafayette, Ind.	1,000	500
WGST	Atlanta	5,000	1,000
WJAR	Providence, R. I.	5,000	1,000
WMMN	Fairmont, W. Va.	5,000	1,000
900 KC. REGIONAL			
KGBU	Ketchikan, Alaska	500	500
KHJ	Los Angeles	5,000	1,000
KSEI	Pocatello, Idaho	1,000	250
WBEN	Buffalo, N. Y.	5,000	1,000
WFMD	Frederick, Md.	500	-----
WJAX	Jacksonville, Fla.	5,000	1,000
WKY	Oklahoma City	5,000	1,000
WLBL	Stevens Point, Wis.	5,000	-----
WTAD	Quincy, Ill	1,000	-----
910 KC. CANADIAN EXCLUSIVE			
920 KC. REGIONAL			
KFEL	Denver	500	500
		*1,000	*1,000
KOMO	Seattle	5,000	1,000
KPRC	Houston, Tex.	5,000	1,000
KVOD	Denver (CP 630)	500	500
		*1,000	*1,000
WAAF	Chicago	1,000	-----
WORL	Boston, Mass.	500	-----
WPEN	Philadelphia	1,000	1,000
WSPA	Spartanburg, S. C.	1,000	-----
WWJ	Detroit	5,000	1,000
930 KC. REGIONAL—CANADIAN SHARED			
KMA	Shenandoah, Ia.	5,000	1,000
KROW	Oakland, Calif.	1,000	1,000
WBRC	Birmingham	5,000	1,000
WDBJ	Roanoke, Va.	5,000	1,000
WELI	New Haven, Conn.	500	250
940 KC. REGIONAL			
KOIN	Portland, Ore.	5,000	1,000
WAAT	Jersey City, N. J.	500	-----
WAVE	Louisville	1,000	1,000
WCSH	Portland, Me.	2,500	1,000
WDAY	Fargo, N. D.	5,000	1,000
WHA	Madison, Wis.	5,000	-----
WICA	Ashtabula, O.	250	-----
		*500	-----
950 KC. REGIONAL			
KFWB	Hollywood, Calif	5,000	1,000
KMBC	Kansas City	5,000	1,000
WRC	Washington, D. C.	5,000	1,000
†WTRY	Troy, N. Y.	1,000	-----
960 KC. CANADIAN EXCLUSIVE			
970 KC. CLEAR			
KJR	Seattle	5,000	5,000
WCFL	Chicago	5,000	5,000
WIBG	Glenside, Pa.	100	-----
980 KC. CLEAR			
KDKA	Pittsburgh	50,000	50,000
990 KC. CLEAR			
WBZ	Boston	50,000	50,000
WBZA	Springfield, Mass.	1,000	1,000
1000 KC. CLEAR			
KFVD	Los Angeles	1,000	L-1,000
WHO	Des Moines	50,000	50,000
1010 KC. REGIONAL—CANADIAN SHARED			
KGGF	Coffeyville, Kan.	1,000	1,000
KQW	San Jose, Calif.	1,000	1,000
		*5,000	1,000
WHN	New York	5,000	1,000
WNAD	Norman, Okla.	1,000	1,000
1020 KC. CLEAR			
KYW	Philadelphia	10,000	10,000
WDZ	Tuscola, Ill.	250	-----
		*1,000	-----
1030 KC. CANADIAN EXCLUSIVE			
CKLW	Detroit-Windsor	5,000	5,000
1040 KC. CLEAR			
KRLD	Dallas	10,000	10,000
		*50,000	*50,000
KTHS	Hot Springs, Ark.	(‡1060 kc.) 10,000	10,000
‡KWJJ	Portland, Ore.	500	L-500
KYOS	Merced, Cal.	250	-----
WESG	Elmira, N. Y.	1,000	-----
	(‡850 kc.)		
‡WTIC	Hartford, Conn.	50,000	50,000
1050 KC. CLEAR			
KFBI	Abilene, Kan.**	5,000	L-5,000
KNX	Los Angeles	50,000	50,000
WEAU	Eau Claire, Wis.	1,000	L-1,000
		*5,000	
WIBC	Indianapolis	1,000	-----

***Authorized to move to Wichita, Kan.*

Call Letters	City	Day Power in Watts	Night Power in Watts
1060 KC. CLEAR			
‡KTHS	Hot Springs	10,000	10,000
KWJJ	Portland, Ore. (‡1040 kc)	500	500
WBAL	Baltimore (‡760 kc)	10,000	10,000
WJAG	Norfolk, Nebr.	1,000	L-1,000
WTIC	Hartford, Conn. (‡1040 kc)	50,000	50,000
1070 KC. CLEAR			
KJBS	San Francisco	500	L-500
WCAZ	Carthage, Ill.	100	-----
WTAM	Cleveland	50,000	50,000
1080 KC. CLEAR			
WBT	Charlotte, N. C.	50,000	50,000
WCBD	Chicago, Ill.	5,000	L-5,000
WMBI	Chicago	5,000	L-5,000
1090 KC. CLEAR			
KMOX	St. Louis	50,000	50,000
1100 KC. CLEAR—CANADIAN SHARED			
KGDM	Stockton, Calif.	1,000	-----
KWKH	Shreveport, La.	‡10,000	‡10,000
		*50,000	*50,000
WBIL	New York	5,000	5,000
WPG	Atlantic City, N. J.	5,000	5,000
1110 KC. CLEAR			
KSOO	Sioux Falls, S. D.	5,000	L-5,000
WRVA	Richmond, Va.	50,000	50,000
1120 KC. REGIONAL—CANADIAN SHARED			
KFIO	Spokane, Wash.	100	-----
KFSG	Los Angeles	2,500	500
KRKD	Los Angeles	2,500	500
KRSC	Seattle	250	250
†KTBC	Austin, Tex.	1,000	-----
WCOP	Boston	500	-----
WDEL	Wilmington, Del.	1,000	250
WJBO	Baton Rouge	500	500
WISN	Milwaukee	1,000	250
WTAW	College Station, Tex.	500	500
1130 KC. CLEAR			
KSL	Salt Lake City	50,000	50,000
WJJD	Chicago	20,000	L-20,000
WOV	New York	1,000	L-1,000
1140 KC. CLEAR			
KVOO	Tulsa, Okla.	25,000	25,000
WAPI	Birmingham	5,000	5,000
WSPR	Springfield Mass.	500	L-500
1150 KC. CLEAR			
WHAM	Rochester, N. Y.	50,000	50,000
1160 KC. CLEAR			
WOWO	Fort Wayne, Ind.	10,000	10,000
WWVA	Wheeling, W. Va.	5,000	5,000
1170 KC. CLEAR			
WCAU	Philadelphia	50,000	50,000
1180 KC. CLEAR			
KEX	Portland, Ore.	5,000	5,000
KOB	Albuquerque, N.M.	10,000	10,000
WDGY	Minneapolis	5,000	L-1,000
WINS	New York	1,000	L-1,000
WMAZ	Macon, Ga.	5,000	L-1,000

(Continued on Page 182)

KEY-STATION *Sound-Control* for SMALLER STUDIOS

STUDIO A, Station WRNL, Richmond, Virginia. Working with Baskerville and Sons, architects, J-M Acoustical Engineers applied the perfect acoustical background for high-fidelity reproduction.

CONTROL-ROOM acoustical background exactly duplicates that in the studios. Transite Acoustical Panels provide perfect listening conditions . . . eliminate feed back . . . insure proper monitoring.

RECEPTION ROOM of WRNL . . . an outstanding example of the way J-M Acoustical Materials may be adapted to any decorative scheme. Here, J-M Sanacoustic Ceilings, neat and modern in appearance, add to the beauty and comfort of the room.

CORRIDORS are quieted with J-M Sanacoustic Ceilings and with Transite Acoustical Panels on walls. Transite Acoustical Panels are unusually sound-absorbent, and will withstand the severe abuse to which studio walls are frequently subjected.

TO HOLD present audiences and attract new ones, every station, both large and small, must offer the highest quality of program transmission at all times . . . and that calls for perfect acoustical conditions throughout the studios.

Practically every key station in the country assures high-fidelity reproduction by the use of J-M Sound-Control Methods and Materials. And, to hold leadership in their respective territories, more and more stations are turning to the leaders in sound-control for perfect acoustical conditions.

In Station WRNL, whose attractive new quarters are pictured on this page, J-M Sound-Control Engineers have eliminated reverberation and distortion in studios, transcription and control rooms . . . prevented outside noises from going on the air. As a result, the reproduction of every type of program is true and faithful . . . broadcast quality is greatly improved.

If acoustical conditions in your station are not all they should be, a J-M Acoustical Engineer can show you how to improve them effectively and economically. And if you're planning a new station, the J-M Acoustical-Engineering Service can greatly assist your architect.

It will be worth your while to get complete details. Write Johns-Manville, 22 E. 40th St., N. Y. C.

PARTIAL LIST of STUDIOS by JOHNS-MANVILLE

KDKA, Pittsburgh, Pa.	WDAN, Danville, Ill.	WRC, Washington, D. C.
KRLD, Dallas, Texas	WOAL, San Antonio, Tex.	WICA, Ashtabula, O.
WABC, New York, N. Y.	WCOU, Lewiston, Me.	WOWO, Ft. Wayne, Ind.
WBBM, Chicago, Ill.	WEBC, Duluth, Minn.	WHAS, Louisville, Ky.
WDBJ, Roanoke, Va.	WGN Chicago, Ill.	KGNC, Amarillo, Texas
WEAF, New York, N. Y.	WJSV, Washington, D. C.	WNAX, Yankton, S. D.
WENR, Chicago, Ill.	WJZ, New York, N. Y.	KRE, Berkeley, Cal.
KNX, Los Angeles, Cal.	WKY, Oklahoma City, Okla.	WFBR, Baltimore, Md.
KFI, Los Angeles, Cal.	WLS, Chicago, Ill.	KYSM, Mankato, Minn.
WGY, Schenectady, N.Y.	WMAQ, Chicago, Ill.	WBEN, Buffalo, N. Y.
KYW, Philadelphia, Pa.	WOR, Newark, N. J.	WLAW, Lawrence, Mass.
KGKO, Ft. Worth, Tex.	WOW, Omaha, Nebr.	WTBS, Shreveport, La.
CKTB, St. Catherine's, Ont.	WWJ, Detroit, Mich.	WCHS, Charleston, W. Va.

JM

JOHNS-MANVILLE

Sound-Control Materials and Acoustical-Engineering Service

UNITED STATES BROADCASTING STATIONS BY FREQUENCIES

(Continued from page 180)

Call Letters	City	Day Power in Watts	Night Power in Watts
1200 KC. LOCAL			
KADA	Ada, Okla.	100	100
KAST	Astoria, Ore.	250	100
KBTM	Jonesboro, Ark.	100	----
KELO	Sioux Falls, S. D.	250	100
KFJB	Marshalltown, Ia.	250	100
KFXD	Nampa, Idaho	250	100
KFXJ	Grand Junc.,Colo.	250	100
KGDE	Fergus Falls, Minn.	250	100
KGEK	Sterling, Colo.	100	100
KGFJ	Los Angeles	100	100
KGHI	Little Rock, Ark.	250	100
KMLB	Monroe, La.	250	100
KOOS	Marshfield, Ore.	250	100
KSUN	Lowell, Ariz.	250	100
KVCV	Redding, Cal.	100	100
KVEC	San Luis Obispo, Cal.	250	100
KVNU	Logan, Utah	100	100
KVOS	Bellingham, Wash.	100	100
KWG	Stockton, Calif.	100	100
KWNO	Winona, Minn.	250	100
WABI	Bangor, Me.	250	100
WAIM	Anderson, S. C.	100	100
WAYX	Waycross, Ga.	250	100
†WBAB	Atlantic City, N. J.	250	100
WBIZ	Ponca City, Okla.	250	100
WBHP	Huntsville, Ala.	100	100
WCAT	Rapid City, S. D.	100	----
WCAX	Burlington, Vt.	250	100
WCLO	Janesville, Wis.	250	100
WCPO	Cincinnati	250	100
†WDSM	Superior, Wis.	100	100
†WENY	Elmira, N. Y.	250	----
WEST	Easton, Pa.	250	100
WFAM	South Bend, Ind.	100	100
WFTC	Kinston, N. C.	250	100
WHBC	Canton, O.	100	100
		*250	100
WHBY	Green Bay, Wis.**	250	100
WIBX	Utica, N. Y.	250	100
WIL	St. Louis	250	100
WJBC	Bloomington, Ill.	250	100
WJBL	Decatur, Ill.	100	100
WJBW	New Orleans	100	100
WJHL	Johnson City, Tenn.	250	100
WJNO	W. Palm Beach, Fla.	250	100
WJRD	Tuscaloosa, Ala.	250	----
WKBO	Harrisburg, Pa.	250	100
WLVA	Lynchburg, Va.	250	100
WMFR	High Point, N. C.	100	100
†WMOB	Mobile, Ala.	100	----
WMPC	Lapeer, Mich.	250	100
WOLS	Florence, S. C.	100	----
WRBL	Columbus, Ga.	250	100
WSAL	Salisbury, Md.	250	----
†WSKB	McComb, Miss.	100	----
WTHT	Hartford, Conn.	100	100
WTOL	Toledo, O.	100	100
WWAE	Hammond, Ind.	100	100

**Authorized to move to Appleton, Wis.

1210 KC. LOCAL

KALB	Alexandria, La.	250	100
KANS	Wichita, Kan.	100	100
KASA	Elk City, Okla.	100	100
KDLR	Devils Lake, N. D.	250	100
KDON	Monterey, Calif.	100	100
KFJI	Klamath Falls, Ore.	100	100
KFOR	Lincoln, Nebr.	250	100
KFPW	Fort Smith, Ark.	100	100
KFVS	Cape Girardeau, Mo.	250	100
KFXM	San Bernardino, Cal.	100	100
KGLO	Mason City, Iowa	250	100
KGY	Olympia, Wash.	100	100
KHBG	Okmulgee, Okla.	100	----
KIUL	Garden City, Kans.	100	100
KLAH	Carlsbad, N. M.	250	100
KOCA	Kilgore, Tex.	250	100
†KOVO	Provo, Utah	250	100
KPFA	Helena, Mont.	250	100
KPPC	Pasadena, Calif.	100	100
KROY	Sacramento, Cal.	100	----
KVSO	Ardmore, Okla.	250	100
KWJB	Globe, Ariz.	250	100
KWTN	Watertown, S. D.	100	100
†KXOX	Sweetwater, Tex.	250	----
WALR	Zanesville, O.	100	100
WBAX	Wilkes-Barre, Pa.	100	100
WBBL	Richmond, Va.	100	100
WBRB	Red Bank, N. J.	100	100
WCOL	Columbus, O.	100	100
WCOU	Lewiston, Me.	100	100
WCOV	Montgomery, Ala.	100	----
WCRW	Chicago	100	100
WEBQ	Harrisburg, Ill.	250	100
WEDC	Chicago	100	100
WFAS	White Plains, N. Y.	100	100
WFOY	St. Augustine, Fla.	250	100
WGBB	Freeport, N. Y.	100	100
WGCM	Gulfport, Miss	250	100
WGRM	Grenada, Miss.**	250	100
WHAI	Greenfield, Mass.	250	100
WHBU	Anderson, Ind.	250	100
WIBU	Poynette, Wis.	250	100
†WINN	Louisville, Ky.	250	100
WJBY	Gadsden, Ala.	250	100
WJEJ	Hagerstown, Md.	100	100

Call Letters	City	Day Power in Watts	Night Power in Watts
1210 KC. LOCAL (Cont.)			
WJIM	Lansing, Mich.	250	100
WJLS	Beckley, W. Va.	250	100
WJMC	Rice Lake, Wisc.	250	----
WJTN	Jamestown, N. Y.	250	100
WJW	Akron, O.	250	100
WKOK	Sunbury, Pa.	100	100
WLOK	Lima, O.	100	----
WMFG	Hibbing, Minn.	250	100
†WOCB	Osterville, Mass.	250	100
WOMT	Manitowoc, Wis.	100	100
WPAX	Thomasville, Ga.	250	100
†WPIV	Petersburg, Va.	250	100
WRAL	Raleigh, N. C.	250	100
WSAY	Rochester, N. Y.	250	100
WSBC	Chicago	250	100
WSIX	Nashville, Tenn.	250	100
WSNJ	Bridgeton, N. J.	100	----
		*250	*100
WSOC	Charlotte, N. C.	250	100
†WTMA	Charleston, S. C.	250	100
WTAX	Springfield, Ill.	100	100

**Authorized to move to Greenwood, Miss.

1220 KC. REGIONAL

KPAC	Port Arthur, Tex.	500	500
KTMS	Santa Barbara	500	500
KFKU	Lawrence, Kan.	5,000	1,000
KTW	Seattle	1,000	1,000
KWSC	Pullman, Wash.	5,000	1,000
WCAD	Canton, N. Y.	500	----
WCAE	Pittsburgh	5,000	1,000
WDAE	Tampa, Fla.	5,000	1,000
WGNY	Newburgh, N. Y.	250	----
WREN	Lawrence, Kan.	5,000	1,000

1230 KC. REGIONAL

KGBX	Springfield, Mo.	500	500
KGGM	Albuquerque, N. M.	1,000	1,000
KYA	San Francisco	5,000	1,000
WFBM	Indianapolis	5,000	1,000
WNAC	Boston	5,000	1,000
WOL	Washington, D. C.	1,000	1,000

1240 KC. REGIONAL

KGCU	Mandan, N. D.	250	250
KTAT	Fort Worth, Tex.	1,000	1,000
KTFI	Twin Falls, Idaho	1,000	1,000
WHBF	Rock Island, Ill.	1,000	1,000
WKAQ	San Juan, P. R.	1,000	1,000
WXYZ	Detroit	1,000	1,000

1250 KC. REGIONAL

KFOX	Long Beach, Calif.	1,000	1,000
		*5,000	1,000
KIT	Yakima, Wash.	1,000	500
KXOK	St. Louis, Mo.	1,000	1,000
WAIR	Winston-Salem, N.C.	250	----
WDSU	New Orleans	1,000	1,000
WHBI	Newark, N. J.	2,500	1,000
WKST	New Castle, Pa.	250	----
WMRO	Aurora, Ill.	250	----
WNEW	New York City	5,000	1,000
WTCN	Minneapolis	5,000	1,000

1260 KC. REGIONAL

KGVO	Missoula, Mont.	5,000	1,000
KHSL	Chico, Cal.	250	250
KOIL	Omaha	5,000	1,000
KRGV	Weslaco, Tex.	1,000	1,000
KUOA	Siloam Springs, Ark.	5,000	----
KVOA	Tucson, Ariz.	1,000	1,000
†WFVA	Fredericksburg, Va.	250	----
WHIO	Dayton, O.	5,000	1,000
WNBX	Springfield, Vt.	1,000	1,000
WTOC	Savannah, Ga.	1,000	1,000
		*5,000	1,000

1270 KC. REGIONAL

KGCA	Decorah, Ia.	100	----
KOL	Seattle	5,000	1,000
KVOR	Colorado Springs	1,000	1,000
KWLC	Decorah, Ia.	100	----
WASH	Grand Rapids, Mich.	500	500
WFBR	Baltimore	1,000	500
		*5,000	*1,000
WJDX	Jackson, Miss.	5,000	1,000
WOOD	Grand Rapids, Mich.	500	500

1280 KC. REGIONAL

KLS	Oakland	250	250
KFBB	Great Falls, Mont.	5,000	1,000
WCAM	Camden, N. J.	500	500
WCAP	Asbury Park, N. J.	500	500
WDOD	Chattanooga, Tenn.	5,000	1,000
WIBA	Madison, Wis.	5,000	1,000
WORC	Worcester, Mass.	500	500
WRR	Dallas, Tex.	500	500
WTNJ	Trenton, N. J.	500	500

Call Letters	City	Day Power in Watts	Night Power in Watts
1290 KC. REGIONAL			
KDYL	Salt Lake City	5,000	1,000
KLCN	Blytheville, Ark.	100	----
KTRH	Houston, Tex.	5,000	1,000
WEBC	Duluth, Minn.	5,000	1,000
WJAS	Pittsburgh, Pa.	5,000	1,000
WNBZ	Saranac Lake, N. Y.	100	----
WNEL	San Juan, P. R.	2,500	1,000
WATR	Waterbury, Conn.	250	250
†WJHP	Jacksonville, Fla.	250	250

1300 KC. REGIONAL

KALE	Portland, Ore.	1,000	1,000
KFAC	Los Angeles	1,000	1,000
KFH	Wichita, Kan.	5,000	1,000
WBBR	Brooklyn	1,000	1,000
WEVD	New York	1,000	1,000
WFBC	Greenville, S. C.	5,000	1,000
WHAZ	Troy, N. Y.	1,000	1,000
WHBL	Sheboygan, Wis.	1,000	250

1310 KC. LOCAL

KAND	Corsicana, Tex.	100	----
KARM	Fresno, Cal.	100	100
KBND	Bend, Ore.	250	100
KCRJ	Jerome, Ariz.	250	100
KCKN	Kansas City, Kan.	100	100
KFPL	Dublin, Tex.	250	100
KFYO	Lubbock, Tex.	250	100
KGEZ	Kalispell, Mont.	100	100
KGFW	Kearney, Nebr.	250	100
KHUB	Watsonville, Cal.	250	----
KPDN	Pampa, Tex.	100	----
KOCY	Oklahoma City, Okla.	250	100
KOME	Tulsa, Okla.	250	----
KRBA	Lufkin, Tex.	100	----
KRMD	Shreveport, La.	250	100
KROC	Rochester, Minn.	250	100
KVSF	Santa Fe, N. M.	100	100
KRRV	Sherman, Tex.	250	----
KSRO	Santa Rosa, Cal.	250	100
KSUB	Cedar City, Utah	100	100
KTSM	El Paso, Tex.	250	100
KVOL	Lafayette, La.	250	100
KVOX	Moorhead, Minn.	250	100
KWOC	Poplar Bluff, Mo.	100	----
KWOS	Jefferson City, Mo.	250	100
KXRO	Aberdeen, Wash.	250	100
WAML	Laurel, Miss.	250	100
WBEO	Marquette, Mich.	250	100
WBOW	Terre Haute, Ind.	250	100
WBRE	Wilkes-Barre, Pa.	250	100
WBRK	Pittsfield, Mass.	250	100
WCLS	Joliet, Ill.	100	100
WCMI	Ashland, Ky.	250	100
WDAH	El Paso, Tex.	250	100
WEBR	Buffalo, N. Y.	250	100
WEMP	Milwaukee	250	100
WEXL	Royal Oak, Mich.	50	50
WFBG	Altoona, Pa.	100	100
WFDF	Flint, Mich.	100	100
WGAU	Athens, Ga.	250	100
WGH	Newport News, Va.	250	100
WGTM	Wilson, N. C.	100	----
WHAT	Philadelphia	100	100
WJAC	Johnstown, Pa.	250	100
WLAK	Lakeland, Fla.	250	100
WLBC	Muncie, Ind.	250	100
WLNH	Laconia, N. H.	100	100
WMBO	Auburn, N. Y.	250	100
WMFF	Plattsburg, N. Y.	250	100
WNBH	New Bedford, Mass.	250	100
WRAW	Reading, Pa.	100	100
WROL	Knoxville, Tenn.	250	100
WSAJ	Grove City, Pa.	100	100
†WSAV	Savannah, Ga.	100	100
WSGN	Birmingham, Ala.	250	100
WSJS	Winston-Salem, N. C.	250	100
WTAL	Tallahassee, Fla.	250	100
WTEL	Philadelphia	100	100
WTJS	Jackson, Tenn.	250	100
WTRC	Elkhart, Ind.	250	100

1320 KC. REGIONAL

KGHF	Pueblo, Colo.	500	500
KGMB	Honolulu, Hawaii	1,000	1,000
KID	Idaho Falls, Idaho	5,000	500
KRNT	Des Moines	5,000	1,000
WADC	Akron, O.	5,000	1,000
WORK	York, Pa.	1,000	1,000
WSMB	New Orleans	5,000	1,000

1330 KC. REGIONAL

KGB	San Diego, Calif.	1,000	1,000
KMO	Tacoma, Wash.	1,000	1,000
KRIS	Corpus Christi, Tex.	500	500
KSCJ	Sioux City, Ia.	5,000	1,000
WDRC	Hartford, Conn.	5,000	1,000
WSAI	Cincinnati	5,000	1,000
WTAQ	Green Bay, Wis.	5,000	1,000

Call Letters	City	Day Power in Watts	Night Power in Watts
1340 KC. REGIONAL			
†KDTH	Dubuque, Iowa	500	----
KFRO	(CP) Longview, Tex.	*1,000	*1,000
KGIR	Butte, Mont.	5,000	1,000
KGNO	Dodge City, Kan.	250	250
WCOA	Pensacola, Fla.	1,000	500
WFEA	Manchester, N. H.	1,000	500
†WFNC	Fayetteville, N. C.	250	----
WSPD	Toledo, O.	5,000	1,000

1350 KC. REGIONAL

KIDO	Boise, Idaho	2,500	1,000
KWK	St. Louis	5,000	1,000
WAWZ	Zarephath, N. J.	1,000	1,000
WBNX	New York	1,000	1,000
WMBG	Richmond, Va.	500	500

1360 KC. REGIONAL

KCRC	Enid, Okla.	250	250
KGER	Long Beach, Calif.	1,000	1,000
KLPM	Minot, N. D.	1,000	500
KSLM	Salem, Ore.	500	500
WCSC	Charleston, S. C.	1,000	500
WFBL	Syracuse, N. Y.	5,000	1,000
WGES	Chicago	1,000	500
WQBC	Vicksburg, Miss.	1,000	----
WSBT	South Bend, Ind.	500	500

1370 KC. LOCAL

KEEN	Seattle	100	100
KELD	El Dorado, Ark.	100	100
KERN	Bakersfield, Calif.	100	100
KFGQ	Boone, Ia.	100	----
KFJZ	Fort Worth Tex.	250	100
KFRO	Longview, Tex. (CP 1340)	250 *1,000	---- *1,000
KGFL	Roswell, N. M.	100	100
KGKL	San Angelo, Tex.	250	100
KICA	Clovis, N. M.	100	100
KIUN	Pecos, Tex.	100	100
KIUP	Durango, Colo.	100	100
KLUF	Galveston, Tex.	250	100
KMAC	San Antonio, Tex.	250	100
KORH	Rapid City, S. D.	250	100
KOKO	La Junta, Colo.	100	100
KONO	San Antonio, Tex.	250	100
KRE	Berkeley, Calif.	250	100
KRKO	Everett, Wash.	50	50
KRMC	Jamestown, N. D.	250	100
KTEM	Temple, Tex.	250	----
KTOK	Oklahoma City	250	100
KTSW	Emporia, Kans.	100	100
KTUC	Tucson, Ariz.	250	100
KUJ	Walla Walla, Wash.	100	100
KVGB	Great Bend, Kan.	100	100
KVRS	Rock Springs, Wyo.	250	100
KWYO	Sheridan, Wyo.	250	100
WABY	Albany, N. Y.	250	100
WAGF	Dothan, Ala.	250	----
WATL	Atlanta	250	100
WBLK	Clarksburg, Va.	250	100
WBNY	Buffalo, N. Y.	250	100
WBTH	Williamson, W. Va.	100	----
WBTM	Danville, Va.	250	100
†WCOS	Columbia, S. C.	250	100
WCBM	Baltimore	250	100
WDAS	Philadelphia	250	100
WDWS	Champaign, Ill.	250	100
WEOA	Evansville, Ind.	250	100
WFOR	Hattiesburg, Miss.	250	100
†WGBR	Goldsboro, N. C.	100	100
WGL	Fort Wayne, Ind.	250	100
WGRC	New Albany, Ind.	250	----
WHBQ	Memphis	100	100
WHDF	Calumet, Mich.	250	100
WHLB	Virginia, Minn.	250	100
WHLS	Port Huron, Mich.	250	----
WIBM	Jackson, Mich.	250	100
†WISE	Asheville, N. C.	100	100
WLLH	Lowell, Mass.	250	100
WMBR	Jacksonville, Fla.	250	100
WMFD	Wilmington, N. C.	100	----
		*250	*100
WMFO	Decatur, Ala.	100	----
WMIN	St. Paul, Minn.	250	100
WOC	Davenport, Ia.	250	100
WPAY	Portsmouth, O.	100	100
WPRA	Mayaguez, P. R. (CP 780)	250 2,500	100 1,000
WRAK	Williamsport, Pa.	250	100
WRDO	Augusta, Me.	100	100
WRJN	Racine, Wis.	250	100
WSAU	Wausau, Wis.	250	100
WSVS	Buffalo, N. Y.	50	----
†WTSP	St. Petersburg, Fla.	250	100

1380 KC. REGIONAL

KOH	Reno, Nev.	500	500
KQV	Pittsburgh	1,000	500
WALA	Mobile, Ala.	1,000	500
WKBH	LaCrosse, Wis.	1,000	1,000
WNBC	New Britain, Conn.	1,000	250
WSMK	Dayton, O.	200	200
		*500	*250

STATIONS BY FREQUENCIES

Call Letters	City	Day Power in Watts	Night Power in Watts
1390 KC. REGIONAL			
KOY	Phoenix, Ariz.	1,000	1,000
KLRA	Little Rock, Ark.	5,000	1,000
KRLC	Lewiston, Ida.	250	250
WHK	Cleveland	2,500	1,000
WQDM	St. Albans, Vt.	1,000	----
KABR	Aberdeen, S. D.	1,000	500
1400 KC. REGIONAL			
KHBC	Hilo, Hawaii	250	250
KLO	Ogden, Utah	500	500
		*5,000	*1,000
KTUL	Tulsa, Okla.	5,000	1,000
WARD	Brooklyn	500	500
WBBC	Brooklyn	500	500
WHDL	Olean, N. Y.	250	----
WIRE	Indianapolis	5,000	1,000
WLTH	Brooklyn	500	500
WVFW	Brooklyn	500	500
1410 KC. REGIONAL			
KFJM	Grand Forks, N. D.	1,000	500
KGNC	Amarillo, Tex.	2,500	1,000
KMED	Medford, Ore.	250	250
		*1,000	
WAAB	Boston	1,000	1,000
WBCM	Bay City, Mich.	1,000	500
WHIS	Bluefield, W. Va.	1,000	500
WROK	Rockford, Ill.	1,000	500
WSFA	Montgomery, Ala.	1,000	500
1420 KC. LOCAL			
KABC	San Antonio, Tex.	250	100
KATE	Albert Lea, Minn.	250	100
KBPS	Portland, Ore.	100	100
KCMC	Texarkana, Tex.	250	100
KDNT	Denton, Tex.	100	----
KEUB	Price, Utah	100	100
KFAM	St. Cloud, Min..	250	100
KFIZ	Fond Du Lac, Wis.	100	100
KGFF	Shawnee, Okla.	250	100
KGIW	Alamosa, Colo.	100	100
KGLU	Safford, Ariz.	250	100
KIDW	Lamar, Colo.	100	100
KLBM	La Grande, Ore.	250	100
KNET	Palestine, Tex.	100	----
KORE	Eugene, Ore.	100	100
KRBC	Abilene, Tex.	250	100
KRIC	Beaumont, Tex.	250	100
†KRBM	Bozeman, Mont.	250	100
KRLH	Midland, Tex.	100	----
KSAN	San Francisco, Calif.	100	100
KTRI	Sioux City, Ia.	250	100
KUMA	Yuma, Ariz.	100	100
†KVAK	Atchison, Kans.	100	----
†KWAL	Wallace, Ida.	250	100
KXL	Portland, Ore.	250	100
KWBG	Hutchinson, Kans.	100	100
WACO	Waco, Tex.	250	100
WAGM	Presque Isle, Me.	100	100
WAPO	Chattanooga, Tenn.	250	100
WAZL	Hazelton, Pa.	100	100
WCBS	Springfield, Ill.	250	100
WCHV	Charlottesville, Va.	250	100
WEED	Rocky Mount, N. C.	250	100
WELL	Battle Creek, Mich.	100	100
†WFMJ	Youngstown, O.	100	----
WGNC	Gastonia, N. C.	250	100
WGPC	Albany, Ga.	100	100
WHFC	Cicero, Ill.	250	100
WHMA	Anniston, Ala.	100	----
WILM	Wilmington, Del.	100	100
WJMS	Ironwood, Mich.	100	100
WLAP	Lexington, Ky.	250	100
WLEU	Erie, Pa.	250	100
WMAS	Springfield, Mass.	250	100
WMBC	Detroit	250	100
WMBH	Joplin, Mo.	250	100
WMBS	Uniontown, Pa.	250	100
WMFJ	Daytona Beach, Fla.	100	100
WMSD	Muscle Shoals City Ala.	100	100
**WNOE	New Orleans	250	100
WPAD	Paducah, Ky.	250	100
WPAR	Parkersburg, W. Va.	100	100
WPRP	Ponce, P. R.	250	100
WSLI	Jackson, Miss.	250	100

**Call letters changed June 25 from WBNO.

Call Letters	City	Day Power in Watts	Night Power in Watts
1430 KC. REGIONAL			
KECA	Los Angeles, Calif.	5,000	1,000
KGNF	North Platte, Nebr.	1,000	----
KINY	Juneau, Alaska	250	250
KSO	Des Moines, Ia.	5,000	1,000
WBNS	Columbus, O.	5,000	1,000
WHEC	Rochester, N. Y.	1,000	500
WHP	Harrisburg, Pa.	1,000	500
		*5,000	*1,000
WMPS	Memphis	1,000	500
WOKO	Albany, N. Y.	1,000	500
1440 KC. REGIONAL			
KDFN	Casper, Wyo.	500	500
KELA	Centralia, Wash.	1,000	1,000
KXYZ	Houston, Tex.	1,000	1,000
WBIG	Greensboro, N. C.	5,000	1,000
WCBA	Allentown, Pa.	500	500
WMBD	Peoria, Ill.	5,000	1,000
WSAN	Allentown, Pa.	500	500
1450 KC. REGIONAL			
KCMO	Kansas City	1,000	1,000
KGCX	Wolf Point, Mont.	1,000	1,000
KIEM	Eureka, Calif.	1,000	500
KTBS	Shreveport, La.	1,000	1,000
WAGA	Atlanta, Ga.	1,000	500
WGAR	Cleveland	5,000	1,000
WHOM	Jersey City, N. J.	250	250
WSAR	Fall River, Mass.	1,000	1,000
1460 KC. HIGH POWER REGIONAL			
KSTP	Mpls-St. Paul	25,000	10,000
		*50,000	*50,000
WJSV	Washington, D. C.	10,000	10,000
		*50,000	*50,000
1470 KC. HIGH POWER REGIONAL			
KGA	Spokane, Wash.	5,000	5,000
WLAC	Nashville, Tenn.	5,000	5,000
WMEX	(CP) Boston	5,000	5,000
1480 KC. HIGH POWER REGIONAL			
KOMA	Oklahoma City	5,000	5,000
WKBW	Buffalo, N. Y.	5,000	5,000
WHIP	Hammond, Ind.	5,000	----
1490 KC. HIGH POWER REGIONAL			
KFBK	Sacramento, Calif.	10,000	10,000
WCKY	Cincinnati	10,000	10,000
		*50,000	*50,000
1500 KC. LOCAL			
KAWM	Gallup, N. M.	250	100
KBIX	Muskogee, Okla.	100	100
†KBKR	Baker, Ore.	250	100
KBST	Big Spring, Tex.	100	100
KDAL	Duluth, Minn.	250	100
KDB	Santa Barbara, Calif.	250	100
†KDRO	Sedalia, Mo.	250	100
†KFDA	Amarillo, Tex.	100	100
KGFI	Brownsville, Tex.	250	100
KGKB	Tyler, Tex.	250	100
KGKY	Scotts Bluff, Nebr.	260	100
KNEL	Brady, Tex.	250	----
KNOW	Austin, Tex.	100	100
KOTN	Pine Bluff, Ark.	100	100
KOVC	Valley City, N. D.	250	100
KPAB	Laredo, Tex.	250	100
KPLC	Lake Charles, La.	250	100
KPLT	Paris, Tex.	250	----
KPQ	Wenatchee, Wash.	250	100
KRNR	Roseburg, Ore.	250	100
†KROD	El Paso, Tex.	100	100
KSAL	Salina, Kan.	250	100
KSAM	Huntsville, Tex.	100	----
†KTOH	Lihue, Hawaii	250	100
KUTA	Salt Lake City, Utah	100	100
KVOE	Santa Ana, Calif.	100	100
KVWC	Vernon, Tex.	250	100
KWEW	Hobbs, N. M.	100	----
KXO	El Centro, Calif.	100	100
†KYCA	Prescott, Ariz.	250	100
KYSM	Mankato, Minn.	250	100
WCNW	Brooklyn, N. Y.	250	100
WDAN	Danville, Ill.	250	100
WDNC	Durham, N. C.	250	100
WGAL	Lancaster, Pa.	250	100
WGIL	Galesburg, Ill.	250	----
†WGKV	Charleston, W. Va.	100	100
WHBB	Selma, Ala.	100	100
WJBK	Detroit	250	100
WKAT	Miami Beach	250	100
WKBB	Dubuque, Ia.	250	100
WKBV	Richmond, Ind.	100	100
WKBZ	Muskegon, Mich.	250	100
WKEU	Griffin, Ga.	100	----
WMEX	Boston (CP 1470 kc)	250 *5,000	100 *5,000
WNBF	Binghamton, N. Y.	250	100
WNLC	New London, Conn.	100	100
WOMI	Owensboro, Ky.	250	100
WOPI	Bristol, Tenn.	100	100
WRGA	Rome, Ga.	250	100
WRDW	Augusta, Ga.	250	100
WRTD	Richmond, Va.	100	100
WSTP	Salisbury, N. C.	250	100
WSYB	Rutland, Vt.	100	100
†WTMC	Ocala, Fla.	100	100
WTMV	East St. Louis, Ill.	250	100
WWRL	Woodside, N. Y.	250	100
WWSW	Pittsburgh	250	100
1530 KC. SPECIAL			
WBRY	Waterbury, Conn.	1,000	1,000
KITE	Kansas City	1,000	1,000
1550 KC. SPECIAL			
WQXR	New York City	1,000	1,000
KPMC	Bakersfield, Calif.	1,000	1,000

A RADIO COVERAGE LETTER

may be purchased by any Broadcasting Station

IT IS BASED on the Radio Coverage Reports Field Intensity Survey, which received an Annual Advertising Award for advertising research in 1938. This service is now being contained and maintained by leading agencies and networks.

Your Radio Coverage Letter completely describes your station coverage, including quality of signal under day and night conditions. It defines principal cities served and the amount and nature of competitive service. The advertising value of the station is analyzed from the standpoint of the Time Buyer.

All Radio Coverage Letters are paid for in advance and no commitment is made other than that Radio Coverage Reports findings shall be issued without restriction as to the coverage value of the station. The only reservation we make is our right to refund any fee advanced if our findings do not indicate that a useful service area is offered to advertisers.

CHARGES

Charges for Radio Coverage Letters are nominal, based on maximum licensed power.

Up to and including 250 watts	$ 35.00
500 to 2500 watts	50.00
5000 to 25000 watts	75.00
50000 watts	150.00

Those agencies which do not subscribe to Radio Coverage Reports may obtain a copy of any Radio Coverage Letter free of charge on written application of a responsible executive, naming the account for which the station is being considered.

In case application is made by an advertising agency for a report on a station which has not had a Radio Coverage Letter prepared, such a report will be offered confidentially to the agency in question for the same scale of fees as above. Publication and general distribution of Radio Coverage Letters is not made except upon express order of the radio station involved.

RADIO COVERAGE REPORTS

EDGAR FELIX, *Director*

7 West 44th Street

New York City

DIRECTORY OF CANADIAN BROADCAST STATIONS BY FREQUENCIES

(Revised to June 15, 1939. (†) Denotes station under construction.)

Call Letters	City	Power
540 KC.		
CBK	Saskatoon, Sask.	50,000
In operation about Aug. 1, 1939		
550 KC.		
CFNB	Fredericton, N. B.	1,000
580 KC. (U. S.-CANADIAN SHARED)		
CFPR	Prince Rupert, B. C.	50
CHRC	Quebec, Que.	100
CKCL	Toronto, Ont.	100
CKUA	Edmonton, Alta.	500
CKPR	Port Arthur, Ont.	1,000
600 KC. (U. S.-CANADIAN SHARED)		
CFCF	Montreal, Que.	500
CFQC	Saskatoon, Sask.	1,000
CJOR	Vancouver, B. C.	500
610 KC.		
CHNC	New Carlisle, Que.	1,000
630 KC. (U. S.-CANADIAN SHARED)		
CFCO	Chatham, Ont.	100
CFCY	Charlottetown, P.E.I.	1,000
CJRC	Winnipeg, Man.	1,000
CKOV	Kelowna, B. C.	1,000
690 KC. (CANADIAN EXCLUSIVE)		
CFRB	Toronto, Ont.	10,000
CJCJ	Calgary, Alta.	100
730 KC. (CANADIAN EXCLUSIVE)		
CFPL	London, Ont.	100
CJCA	Edmonton, Alta.	1,000
CKAC	Montreal, Que.	5,000
780 KC. (U. S.-CANADIAN SHARED)		
CHWK	Chilliwack, B. C.	100
CKSO	Sudbury, Ont.	1,000

Call Letters	City	Power
840 KC. (CANADIAN EXCLUSIVE)		
CBL	Toronto, Ont.	50,000
880 KC. (U. S.-CANADIAN SHARED)		
CBO	Ottawa, Ont.	1,000
CFJC	Kamloops, B. C.	1,000
910 KC. (CANADIAN EXCLUSIVE)		
CBF	Montreal, Que.	50,000
CJAT	Trail, B. C.	1,000
CKY	Winnipeg, Man.	15,000
930 KC. (CANADIAN EXCLUSIVE)		
CFAC	Calgary, Alta.	1,000
CFCH	North Bay, Ont.	100
CFLC	Prescott, Ont.	100
CHNS	Halifax, N. S.	1,000
CKPC	Brantford, Ont.	100
950 KC. (U. S. REGIONAL AND CANADIAN LOCAL)		
CBV	Quebec, Que.	1,000
CRJM	Regina, Sask.	1,000
960 KC. (CANADIAN EXCLUSIVE)		
CBM	Montreal, Que.	5,000
CFRN	Edmonton, Alta.	100
1010 KC. (U. S.-CANADIAN SHARED)		
CHML	Hamilton, Ont.	100
CKCD	Vancouver, B. C.	100
CKCK	Regina, Sask.	1,000
CKCO	Ottawa, Ont.	100
CKIC	Wolfville, N. S.	50
CKWX	Vancouver, B. C.	100
1030 KC. (CANADIAN EXCLUSIVE)		
CFCN	Calgary, Alta.	10,000
CJBR	Rimouski, Que.	1,000
CKLW	Windsor, Ont.	5,000
1050 KC. (U. S. CLEAR, NOW PARTLY SHARED)		
CBA	Sackville, N. B.	50,000

Call Letters	City	Power
1100 KC. (U. S. CLEAR, NOW PARTLY SHARED)		
CBR	Vancouver, B. C.	5,000
1120 KC. (U. S.-CANADIAN SHARED)		
CBJ	Chicoutimi, Que.	100
CHLP	Montreal, Que.	100
CHSJ	Saint John, N. B.	100
CKOC	Hamilton, Ont.	1,000—D 500—N
CKX	Brandon, Man.	1,000
1200 KC. (U. S.-CANADIAN SHARED)		
CFGP	Grande Prairie, Alta.	100
CHAB	Moose Jaw, Sask.	100—N 250—D
CHGB	Ste. Anne de la Pocatiere, Que.	100
CKNX	Wingham, Ont.	100
CKTB	St. Catharines, Ont.	100
1210 KC. (U. S.-CANADIAN SHARED)		
CHLT	Sherbrooke, Que.	100
CJCS	Stratford, Ont.	50
CJOC	Lethbridge, Alta.	100
CKBI	Prince Albert, Sask.	100
CKCH	Hull, Que.	100
CKMC	Cobalt, Ont.	50
1240 KC. (U. S. REGIONAL)		
CJCB	Sydney, N. S.	1,000
1290 KC.		
†CJHC	Halifax, N. S.	1,000
1310 KC. (U. S. AND CANADIAN LOCAL)		
CHCK	Charlottetown, P. E. I.	50
*CJKL	Kirkland Lake, Ont.	100
CJLS	Yarmouth, N. S.	100
CKCV	Quebec, Que.	100

*Shifts to 560 kc. with 1,000 watts July 15, 1939.

Call Letters	City	Power
1370 KC. (U. S. AND CANADIAN LOCAL)		
CFAR	Flin Flon, Man.	100
†*CFOS	Owen Sound, Ont.	100
CKCW	Moncton, N. B.	100
CKRN	Rouyn, Que.	100
*In operation about Sept. 1, 1939.		
1410 KC. (U. S. REGIONAL AND CANADIAN LOCAL)		
CKFC	Vancouver, B. C.	50
CKMO	Vancouver, B. C.	100
1420 KC. (U. S. AND CANADIAN LOCAL)		
CBY	Toronto, Ont.	100
CHLN	Three Rivers, Que.	100
CKCA	Kenora, Ont.	250—D 100—N
†CHNB	North Battleford, Sask.	100
†CKLN	Nelson, B. C.	100
1130 KC.		
CJGX	Yorkton, Sask.	1,000
1440 KC.		
CKGB	Timmins, Ont.	100
Shifts to 960 kc. with 1,000 watts about Oct. 1, 1939.		
1450 KC. (U. S. AND CANADIAN REGIONAL)		
CFCT	Victoria, B. C.	500
CHGS	Summerside, P.E.I.	50
1500 KC.		
CJIC	Sault Ste. Marie, Ont.	100
1510 KC.		
CFRC	Kingston, Ont.	100
CKCR	Waterloo, Ont.	100

When you want 'the Best'...

ALLIED RECORDING PRODUCTS CO.
126 W. 46th STREET NEW YORK, N. Y.
Cable: ALLRECORD

Welcome!
NATIONAL ASSOCIATION OF BROADCASTERS
July 10 to 13

When you come to Atlantic City, make your headquarters at The Ambassador • You'll be adding hours of pleasure and enjoyment to your stay by being so close to everything that's going on • And The Ambassador is Atlantic City's finest hotel, located directly on the boardwalk with most guest rooms facing the Atlantic • You'll find everything you want at The Ambassador . . . comfortable rooms at moderate rates . . . fine restaurants . . . indoor swimming pool and other recreational facilities . . . spacious sun decks and public rooms •

Harold E. Baggs,
CONVENTION MANAGER

The Ambassador
IN ATLANTIC CITY
WILLIAM HAMILTON, *Managing Director*

Sarnoff, McCosker Receive Citations As Press Women Make Annual Awards

DAVID SARNOFF, chairman of the board of NBC, and Alfred J. McCosker, chairman of the board of MBS, were individually honored by the National Federation of Press Women, which, at its annual banquet held June 26 at the Waldorf-Astoria Hotel, New York, awarded to them its certificates of merit for outstanding contributions to radio.

Award was made to Mr. Sarnoff for making possible the Toscanini broadcasts and to Mr. McCosker for Mutual's rebroadcast of European news bulletins during the Munich crisis.

The Federation also presented certificates to each of the national networks: To CBS for the New York Philharmonic Symphony broadcasts; to MBS for its musical contribution of Alfred Wallenstein's *Sinfonietta* program; to NBC and Margaret Cuthbert for establishing a special department to further women's activities under the direction of Margaret Cuthbert.

Fair Program Honored

An award for "the shortwave radio series most effectively promoting international peace," went to *The Salute of Nations* series of tributes to the New York World's Fair, originating in 17 foreign countries. Citations were made to the American networks carrying the programs, with Major W. Gladstone Murray, CBC general manager; William S. Paley, president of CBS; Alfred J. McCosker, chairman of the board of MBS, and Lenox Lohr, NBC president, accepting the certificates for their networks. This portion of the dinner was broadcast by NBC, CBS, MBS and CBC, and shortwaved abroad. Mrs. Joseph E. Goodbar, president of the Federation, presided at the dinner, and Dr. Young conducted the broadcast.

Other awards included:

BEST FORENOON WEEK-DAY PROGRAM: *Getting the Most Out of Life* (Standard Brands on NBC).

BEST AFTERNOON WEEK-DAY PROGRAM: *American School of the Air* (CBS sustaining).

NEWS COMMENTATOR PROGRAM: *Kaltenborn Edits the News* (Pure Oil Co. on CBS).

CONTRIBUTION BY A WOMAN: Dorothy Thompson's part in *Hour of Charm* (General Electric Co. on NBC).

GOOD TASTE IN ADVERTISING: *Sunday Evening Hour* (Ford Motor Co. on CBS).

RURAL PROGRAM: *National Farm & Home Hour* (NBC sustaining).

CHILDREN UNDER 12: Ireene Wicker's *Singing Lady* (NBC sustaining).

CHILDREN OVER 12: Walter Damrosch's *Music Appreciation Hour* (NBC sustaining).

DRAMA: Orson Welles' *Mercury Theatre of the Air* (CBS sustaining, now sponsored by Campbell Soup Co. as *Campbell Playhouse*).

AMERICAN IDEALS: George V. Denny Jr. and *America's Town Meeting of the Air* (NBC).

INTERNATIONAL PEACE: *Salute of Nations* (by New York World's Fair, 1939, on CBS, NBC, MBS and CBC). Also to Grover Whalen, president of the New York World's Fair, and Dr. John S. Young, director of radio and television, New York World's Fair.

LYDIA E. PINKHAM MEDICINE Co., Lynn, Mass., on June 26 started a series of transcribed programs on WMCA, New York, featuring the songs of Vaughn De Leath. The programs, recorded by WMCA for thrice-weekly presentation, differ in style from the live 13-week series on MBS during which Vaughn De Leath replaces the *Voice of Experience* for the summer. No other transcribed programs will be sponsored by the company until the *Voice* returns early this fall. Erwin, Wasey & Co., New York, handles the account.

Joint Agencies for GE Lamps

GENERAL ELECTRIC Co. has announced that the forthcoming radio program of its Incandescent Lamp Department will be handled jointly by Batten, Barton, Durstine & Osborn and Foster & Davies, which jointly handle the general advertising. Details as to program and time on the air have not yet been announced.

STEPHANO BROS., Philadelphia (Marvel cigarettes), in a 52-week campaign which started June 27, is using a thrice weekly quarter hour program on KNX, Hollywood. Titled *Sports Parade*, the program features Braven Dyer as commentator. Agency is Aitkin-Kynett Co., Philadelphia.

MAJ. GEN. JAMES G. HARBORD, chairman of the board of RCA, has made available in booklet form his recent address on "A Chief of Staff in the Theater of Operations" delivered before the Army War College. Gen. Harbord was wartime Chief of Service of Supply of the A.E.F.

Two L. A. Recorders Move

TWO HOLLYWOOD recording firms have moved to new quarters in that city. Hollywood Recorders has taken over the three-story building at 1441 N. McCadden Place, formerly occupied by Hall-Blount Radio Studios, now out of business. The firm, headed by F. H. Fodor as general manager and Kenneth Smith, station relations and sales manager, with J. W. Guest as chief engineer, is applying to the FCC for a television experimental station. Associated Transcription Co., headed by Harry F. Walstrum and Thor LeCroix, has moved its offices and studios to 5636 Melrose Ave. and plans to expand its activities from a strictly technical service to cutting programs for sponsors and agencies. Hollywood Recording Co. also has installed new custom-built reproducing equipment developed by General Communications Products Co., Hollywood.

"*A Blind Spot*" for All Outside Stations—

IF you want to Cover Rich Central Pennsylvania You *MUST* Use

WFBG

Altoona • Pa.

First IN PULLING POWER

It takes "pulling power" to make radio programs pay out. It takes "low cost per inquiry" to produce profits. Will WHK-WCLE deliver these?

A nationally-known oil corporation offered as a test, a compass ring for children. To get it, five gallons of gasoline had to be purchased. The receipt plus a dime had to be sent in. Inside of 3 weeks, 13,000 rings were mailed out. From the advertising manager, this message: "We have enjoyed new, all time records in the Cleveland area."

A national advertiser offered a health magazine with a product sample requiring the sending in of money—from dimes to dollar bills. This produced 3,000 quick inquiries—and a grateful note from the agency in charge: "Your station is now producing the lowest cost per inquiry of any station of the 12 we are now using."

Another national advertiser made a test offer by four announcements only. A dime and a box top were required. 17,000 replies were received. The agency wrote: "Our offer on your station exceeded two other major markets and we are very much pleased."

When you buy WHK-WCLE for your radio program, you are harnessing *top potential pulling power* to your sales message. Result: PAY DIRT!

WHK & WCLE Cleveland

THE UNITED BROADCASTING COMPANY

Also Operating WHKC—Columbus, Ohio

Radio Code on AFA Griddle

(Continued from page 29)

we should sell against those local stations. In fact, almost every angle of the situation can be summed up in the simple statement that 'we don't know'." Several representatives of Latin American stations have already called on NBC to ask if they intend to send commercial programs into their areas, he stated, adding that some of them had objected to the broadcasting via shortwave of American commercial programs. NBC stopped this practice more than a year ago, he said, although it is not a hard and fast rule and if Toscanini had a sponsor, NBC might continue to broadcast his music to the world.

Pressure Groups

Women's clubs, educators and the FCC were listed as the "sacred cows" of broadcasting by Curtis Mitchell, who said that all three groups had the station men "scared to death" because each represents a pressure group they dare not offend and don't know how to please. He advocated cooperation with the club women and educators to get them lined up on the right side of broadcasting, but he urged strong opposition to attempts of the FCC to secure control over program content.

Praising the American system of broadcasting as the "outstanding depression industry" which has achieved success in a most difficult period, Newbold Morris also praised the freedom of American radio to express all points of view and the freedom of the listener to choose his radio fare, as contrasted to certain European states in which broadcasters are told what to say and the public what they may hear.

Utility Group's Award

Ken R. Dyke, national sales promotion manager for NBC, represented radio in a round-table conference on cooperation between organized advertising and the universities at the meeting of Alpha Delta Sigma, advertising fraternity, also held in conjunction with the AFA convention.

Consolidated Edison Co. of New York was given the premier award in the radio class of the Better Copy Contest of the Public Utilities Advertising Assn., another AFA departmental, for its weekly program, *Around the World in New York*, on WJZ. Program, of the variety type, with an orchestra, chorus and guest stars, is placed and produced by McCann-Erickson Co., New York. With some variations, it has been on the air each year since 1935, starting in the fall and continuing through the following spring.

Daniel S. Tuthill, acting director of NBC Artists' Service, was chairman of entertainment of the convention. Radio stars from all major networks entertained at the Monday night banquet, the cabaret party on Tuesday evening and during the NAB luncheon on Tuesday. Only one broadcast originated during the four-day convention, the address of Col. Louis Johnson, Assistant Secretary of War, on Tuesday noon being broadcast by WMCA, New York. WOR was the only broadcaster to have an exhibit at the convention. Its booth, at the entrance of the exhibit hall, was designed by Vicktor Harasty, who also designed the Ford and Turkish buildings at the New York World's Fair, under the direction of Joseph Creamer, WOR promotion director.

Don E. Gilman, NBC vice-president in charge of the Western Division, was elected vice-president of the Advertising Federation of America and vice-chairman of its Council of Advertising Clubs at the recent AFA convention in New York.

Radio Men Registered

Radio executives registered at the AFA convention were:

Maurice M. Boyd, NBC
Frank Braucher, WOR, Newark
Charles C. Caley, WMBD, Peoria
Clarence Cosby, KWK, St. Louis
J. E. Campeau, CKLW, Detroit-Windsor
Ken Dyke, NBC
Michael R. Hanna, WIBX, Utica
Philip Hoffmann, WSYR, Syracuse
Claire M. Harrison, KWK, St. Louis
W. E. Jackson, KDKA, Pittsburgh
Karl Koerper, KMBC, Kansas City
Craig Lawrence, Iowa Broadcasting Corp.
Neville Miller, NAB
Walter E. Myers, NBC
Charles F. Phillips, WFBL, Syracuse
J. Leonard Reinsch, WHIO, Dayton
Evelyn Robinson, WCFL, Chicago
Mason C. Taylor, WIBX, Utica
Harry Trenner, WNBF, Binghamton
Daniel S. Tuthill, NBC
J. Gorman Walsh, WDEL, Wilmington
LeMoine C. Wheeler, WHEC, Rochester
Asya Zuecker, WEVD, New York

NBC Chesterfield Party

NBC officials, on June 19 gave a dinner for executives of Liggett & Myers Tobacco Co. and Newell-Emmett, advertising agency for Chesterfield, in honor of the new Chesterfield program with Fred Waring, which made its debut on NBC-Red that evening. Attending from NBC were Lenox R. Lohr, Niles Trammell, Roy C. Witmer, I. E. Showerman, Ken R. Dyke, Frank E. Mason, John Royal and Reynold R. Kraft. Liggett & Myers was represented by B. F. Few, W. D. Carmichael, Ben Carroll and C. W. Whitaker. Agency men included N. F. McEvoy, C. D. Newell, C. S Walsh, Donald B. Langan and Karl Keffer. Also among the guests were Fred Waring, John O'Connor, Paul Douglas and Paul Whiteman.

LISSEN TO WHAT THE BRITANNICA SAYS, DOTTER!

According to the Encyclopedia Britannica, "the Red River Valley . . . is covered by rich, silty lake deposits, colored black by decayed vegetation, which make it one of the most fertile tracts of the continent . . . one of the most famous grain-producing regions of the United States."

THAT'S why WDAY's million Red River Valley listeners constitute one of the most productive markets in the U. S. . . . And remember that WDAY is the only chain station within 190 miles of Fargo! . . . May we send you ALL the facts?

WDAY, INC.

N. B. C.

Affiliated with the Fargo Forum

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

WBAL means business in Baltimore

ABOARD the *Atlantic Clipper* on its preview hop to Europe June 17 were four radiomen, along with about a dozen newspaper reporters. The radio reporters did periodical relays to their networks during the course of the Transatlantic flight. On the trip, which was highlighted by a visit in Paris with the Duke and Duchess of Windsor, were Bob Trout (top) and Clyde Houldson at special shortwave radio apparatus in the giant plane for CBS. George Hicks and Don Whittemore represented NBC.

Garibaldi Suspenders

DETROIT Suspender & Belt Co., Detroit (Garibaldi suspenders), has placed its account with Simons-Michelson Co., Detroit. Radio will continue to be a major medium of promotion, with plans not yet formulated for a campaign slated for this summer.

Network Representatives on Clipper Broadcast During Flight Over Ocean

ALL NATIONAL networks delegated special representatives to broadcast from the Pan American Airways *Atlantic Clipper* during its flight from Port Washington, N. Y., to Lisbon, Portugal, June 17-18.

Wayne Thomis, aviation editor of the *Chicago Tribune-New York Daily News* Syndicate, represented Mutual aboard the Clipper. George Hicks, special events announcer, and Don Whittemore, engineer, covered the flight for NBC. Bob Trout, announcer, and Clyde Houldson, shortwave engineer, handled the flight broadcasts for CBS.

Both NBC and CBS had arranged to install their own shortwave apparatus aboard the plane, but were forced to share the same equipment when Pan American officials just before the flight decreed that two complete sets of equipment were too heavy for the plane.

From the Ocean

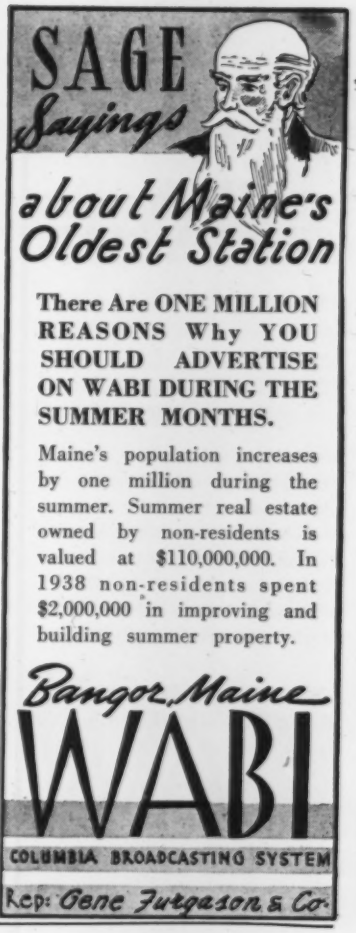
Four hours over the ocean, NBC broadcast its first pickup from the plane, with George Hicks again describing the progress of the *Clipper* later in the evening. Bob Trout broadcast a similar program on CBS. Both CBS and NBC arranged for two-way conversations between their respective representatives aboard the plane and those aboard the *Mauretania* when that ship was one day out of Liverpool on her maiden voyage to America. Aboard the *Mauretania* comparing experiences with Trout and Hicks were William L. Shirer for CBS, and Mildred Boutwood for NBC. CBS broadcast the landing of the plane in Lisbon and the end of the flight at Marseilles on June 19, which was also covered for NBC by George Hicks.

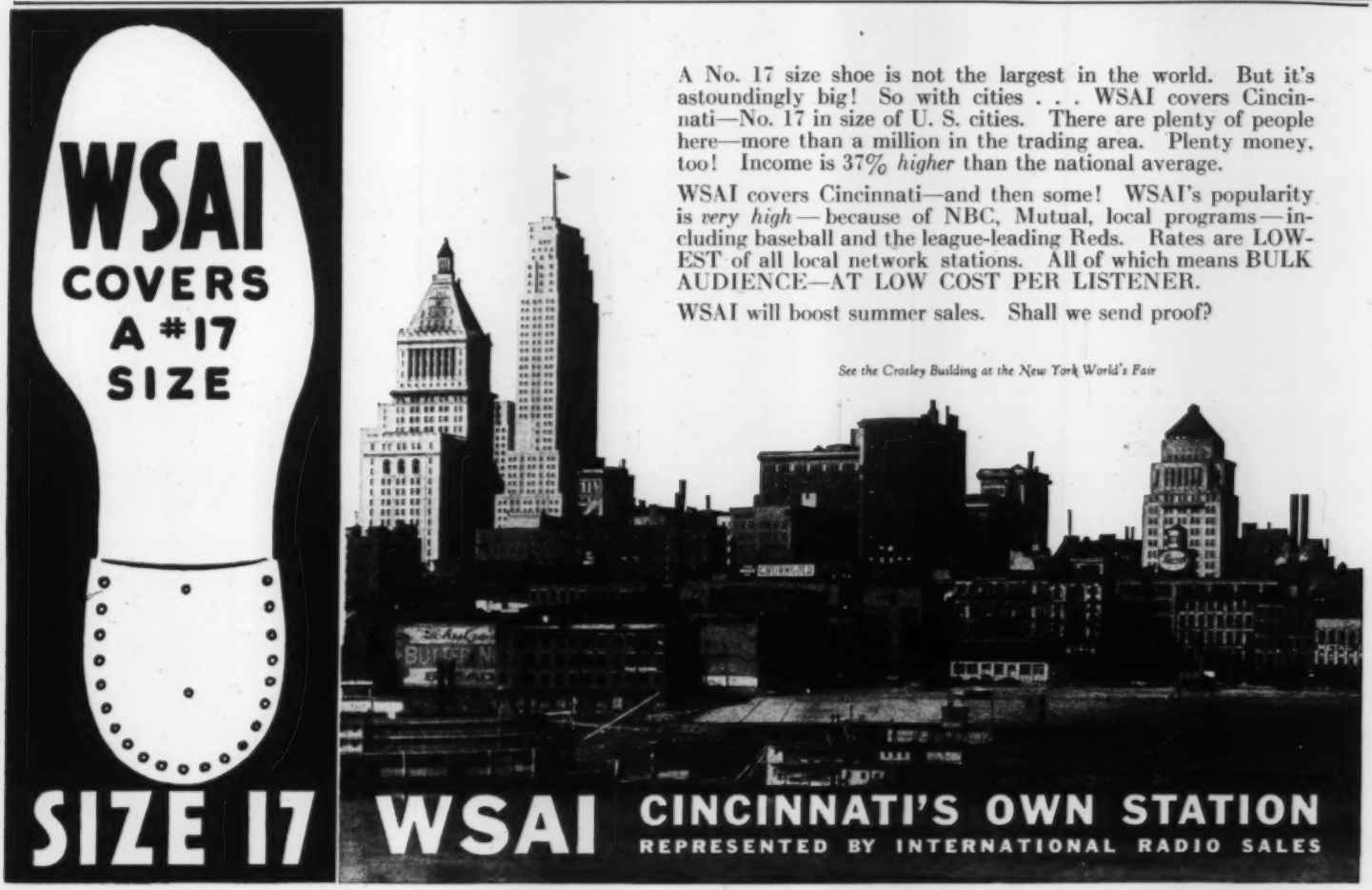
Mutual on June 17 rebroadcast summaries of the *Clipper's* reports on its progress and weather conditions sent by the plane to its base at Port Washington, and also a special program by Wayne Thomis on the eve of the flight. Thomis also broadcast an eye witness account of the voyage on June 18, speaking on MBS via shortwave through CSW, Lisbon.

Trout Arrested in Portugal

Bob Trout found himself under arrest when the plane landed in Portugal because he had no Portuguese visa, having lacked time to get one in New York before the plane left, but CBS, through contacts in the city, was able to straighten out the matter.

Besides his special broadcasts describing the trip, Trout filled in his regular heckling of *Professor Quiz* on the Noxzema Chemical Co.'s CBS program on June 17, his part in the broadcast being shortwaved from the *Clipper*. Trout's weekly "Taken From Life" interview for the CBS *Time to Shine* program on June 20 was also picked up, this time from Paris.


SAGE Sayings
about Maine's Oldest Station
There Are ONE MILLION REASONS Why YOU SHOULD ADVERTISE ON WABI DURING THE SUMMER MONTHS.
Maine's population increases by one million during the summer. Summer real estate owned by non-residents is valued at $110,000,000. In 1938 non-residents spent $2,000,000 in improving and building summer property.
Bangor, Maine
WABI
COLUMBIA BROADCASTING SYSTEM
Rep: Gene Furgason & Co.


WSAI
COVERS
A #17
SIZE
SIZE 17
A No. 17 size shoe is not the largest in the world. But it's astoundingly big! So with cities . . . WSAI covers Cincinnati—No. 17 in size of U. S. cities. There are plenty of people here—more than a million in the trading area. Plenty money, too! Income is 37% higher than the national average.
WSAI covers Cincinnati—and then some! WSAI's popularity is very high — because of NBC, Mutual, local programs — including baseball and the league-leading Reds. Rates are LOWEST of all local network stations. All of which means BULK AUDIENCE—AT LOW COST PER LISTENER.
WSAI will boost summer sales. Shall we send proof?
See the Crosley Building at the New York World's Fair
WSAI
CINCINNATI'S OWN STATION
REPRESENTED BY INTERNATIONAL RADIO SALES

More Television "Firsts"

TELEVISION'S first full-hour program, which was also its first operetta, occurred June 20 when NBC televised a condensed version of "The Pirates of Penzance." Other television firsts of the last two weeks by RCA-NBC in New York included the American introduction of the Boomps-a-Daisy, new London novelty dance; the championship swimming meet of the Women's Swimming Association; and a safety demonstration telecast through the cooperation of the New York City Police Department and the Board of Education.

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

1,548,109 people are within WDRC's good listening area. These people, who listen regularly to WDRC, have money to spend! Increase your sales by reaching this potent market over WDRC!

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM

National Representatives
PAUL H. RAYMER COMPANY

Television News Notes

Chicago Demonstrations

FIRST public demonstration of television in Chicago started June 20 in the Marshall Field & Co. department store with attendance in excess of 10,000 visitors. An RCA television demonstration featured nine RCA sets in a darkened room wired to a glassed-in television studio. Expected to continue for a month, the demonstration features talent from NBC-Chicago, and a parade of Marshall Field manikins, prominent visitors and children. The demonstration runs daily from 10 a. m. to 4 p. m. Walter E. Lawrence, engineer of RCA, is in charge of the demonstration. Masters of ceremonies for the demonstration include NBC Announcers Bob Brown, Lynn Brandt, Norman Barry, Durward Kirby and Charles Lyon. Don McNeill, m.c. of the *NBC Breakfast Club*, and Garry Morfit, of the *Fitch Bandwagon* and *Club Matinee* programs, also appear daily. WMAQ, Chicago aired two quarter-hour programs, June 21 and 28, from the department store exhibit during which visitors were interviewed and television described. The RCA wired television crew is expected to go later to Denver and Salt Lake City.

FRIENDS of Dr. Lee De Forest, inventor of the radio tube, who now resides in Los Angeles, and whose 66th birthday is Aug. 26, are seeking to have either Sept. 21 or 22 designated as "DeForest Day" at the New York World's Fair.

Distortion Removed

TWO of television's minor annoyances—the image distortion caused by viewing the image at an angle through the usual dome-end tube and the dark spot that develops on the center of the dome—are eliminated in the new cathode ray receiving tube just introduced by Philco. Distortion is done away with because the tube has a flat end, made of glass about three-eighths of an inch thick to prevent implosion. To avoid the spot, caused by ions collecting at the viewing end of the tube, the electron gun at the base of the tube is aimed to one side and a magnetic yoke is placed about the tube's neck. This yoke pulls the electrons that paint the picture on the screen back into line, but allows the unwanted ions to continue offside into an "iron trap".

* * *

Newspaper Receivers

RCA is installing television receivers in the news rooms of all New York daily newspapers and the three major wire services to enable the news staffs to watch its telecasts of news events, and also to judge the progress of television itself. In lending the sets to the papers, RCA expressly requested that they be installed where they could be used by all staff members, and not secluded in the editor's or publisher's office.

* * *

RCA Handbook

A 40-PAGE book titled "Practical Television" by RCA has been issued as a handbook for service men. It is not an engineering treatise, but presents practical aspects of television receiver design installation and service as learned by RCA engineers in field tests during the last seven years.

* * *

French Article

S. MALLEIN, engineer of the French PTT, and G. Rabuteau, of Le Materiel Telephonique, Paris, are authors of a technical article on the Eiffel Tower television transmitter appearing in the latest issue of *Electrical Communications*, published quarterly by International Standard Electric Corp., subsidiary of the I.T. & T., New York.

* * *

Equity and Television

FAILURE of the Associated Actors and Artistes of America, parent AFL talent union, to settle the question of jurisdiction over television will result in the assumption of that authority by Actors' Equity Association, according to an Equity official. "When the AAAA questioned our authority over this new entertainment field," he told BROADCASTING, "it was up to them to push the matter through to a final decision. Since they have not done this, Equity will continue as if the question had not been raised and at the proper time proceed to organize the television field."

PINCH-HITTER extraordinary is Bessie Topmiller, sister of Charles Topmiller, chief engineer of WCKY, Cincinnati, and studio secretary, who has soaked up enough technical dope from her brother to leave her typewriter on occasion and handle the responsibilities of a studio control operator. Recently when Art Gillette, the regular operator assigned to the *Homemakers* program, was caught in a traffic jam and failed to appear in time to put the feature on the air from the Gibson Hotel studios, Essie volunteered and carried through the entire program without a hitch.

Single Cathode-Ray Tube For Two-Way Television Is Patented by DuMont

PATENT on an improved system of two-way television communication, in which a single cathode-ray tube serves both as pickup and receiving device from the remote station, has been issued to Allen B. DuMont, president of Allen B. DuMont Labs., Passaic, N. J. The system, covered by U. S. Patent No. 2,157,749, is reported to simplify and reduce the cost of apparatus over prior systems in which separate pickup and viewing tubes must be used at each station for two-way communication.

DuMont Labs. also has developed for its receiving set dealers a new display booth, called the Peek-A-Booth and designed by Leonard F. Cramer, general sales manager of the organization, which provides a compact semi-darkened display space for television demonstrations. The Peek-A-Booth, constructed as a large shadowbox, allows the viewing of video programs under ideal conditions of dim illumination in the midst of brightly lit salesrooms.

The new DuMont two-way system is based on use of a dual-function tube which includes both photosensitive screen and fluorescent screen set side-by-side and served by a common cathode-ray beam. When the tube is transmitting an image, the beam swings to the photo-sensitive screen, which it scans in the conventional manner, while at the other end the beam swings over to the fluorescent screen, which it scans to reconstruct the images transmitted from the remote station. The beam-switching operation may be accomplished manually or automatically, the invention covering various means of switching, climaxed by a revolving switching means simultaneous two-way communication.

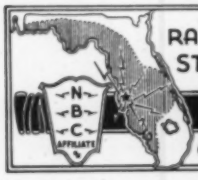
Sell the prosperous Oregon Market with

KGW
820 KC 5000 WATTS DAYTIME
1000 WATTS NIGHTS
NBC RED

KEX
1180 KC 5000 WATTS CONTINUOUS
NBC BLUE

RADIO STATIONS OF THE OREGONIAN
PORTLAND, OREGON

REPRESENTATIVES
EDWARD PETRY & CO. INC.
NEW YORK, CHICAGO, DETROIT, ST. LOUIS, SAN FRANCISCO, LOS ANGELES



RADIO STATION WFLA
STUDIOS TAMPA • • CLEARWATER •
SERVING FLORIDA'S CENTER OF POPULATION
THE TAMPA TRADE TERRITORY
620 KC • 5000 WATTS DAY • 1000 NIGHT

5000
WATTS
(Day)
Granted by the FCC June 21, 1939. 5000 Watts are a lot of Watts in any man's language. WBNX has 5000 Watts in Everyman's language!
FOB
Washington
WBNX
NEW YORK
5000 WATTS DAY
1000 WATTS NIGHT
"The Station That Speaks Your Language"

Press Ownership Position of Court Followed by FCC

Law Said to Have No Barrier To Control by Newspaper

INDICATION that the FCC will follow the recent utterance of the U. S. Court of Appeals for the District of Columbia in connection with newspaper ownership of broadcast stations, adopting a hands-off policy unless the law is changed, was given June 19 by Acting Chairman Thad H. Brown, in testimony before the House Committee on Deficiencies & Supplemental Appropriations.

With all members of the FCC present except Chairman McNinch, Col. Brown, in replying to Rep. Wigglesworth (R-Mass.), said the Commission had not reached any policy conclusion on newspaper ownership of stations. However, he did refer to the language used by the court in a recent decision in which it stated "we know of no statute which would prohibit a newspaper from owning a broadcast station." Commissioner Brown added: "That is our position."

Censorship Issue

The hearing transcript, released June 24 coincident with the adoption by the House of an appropriation for the 1939-1940 fiscal year which begins July 1, was comparatively mild, compared to other sessions before House Appropriations Committees. Col. Brown was the chief witness. Censorship of programs, particularly in connection with the provocative rules on international broadcast stations, proved to be the primary interest of committee members.

Rep. Wigglesworth attacked the change in FCC procedures and the abolition of examiners, asserting he felt there was a "very wide departure from sound quasi-judicial procedure". William J. Dempsey, general counsel, said that so far as he knew the reaction to the new system has been uniformly favorable. He said there were approximately 175 cases pending at the time the procedure was made effective last fall under the examiners' procedure, and that there are now only 12 of these cases in which final opinions of the Commission have not yet been issued.

That the FCC will have its report on the network-monopoly inquiry ready by Oct. 1, was promised by Acting Chairman Brown. He said the Commission had taken no actions in the light of developments during the investigation up to this time.

Lieut. E. K. Jett, FCC chief engineer predicted that in five years the FCC appropriation should be at least $5,000,000 (as against $1,800,000 authorized for the new year) to do the work which will be required of it. He emphasized particularly that detail in connection with wire carriers and matters pertaining to the growth of radio, such as television and facsimile, would make necessary the expanded operations. "The bands are getting more and more congested and the interference problems are requiring more and more study," he said.

A Cartoonist Adapts Radio Terminology

Cargill in the *Sacramento* (Cal.) *Union*

Guestitorial

THE JOB OF NEWSCASTING

By NORMAN NESBITT
Don Lee Broadcasting System, Los Angeles

NEWS broadcasting is a ticklish job, regardless of the press service to which a station or network subscribes. But the job is doubly important if the newscaster himself has the responsibility of editing his own show. As any newscaster will tell you, newspaper copy from the press wires is not always adaptable to the air. It is not always good fare for those who listen to the spoken word. The newscasters must know what constitutes "good taste" in selection of his bulletins. If words which are not objectionable in print stand out like a sore thumb when he's speaking them, those should be synonymized with others which fall more gently on the listener's ready ear.

All of us who have been selected as newscasters in radio are familiar with the apparent likes and dislikes of the listener. We know how shrewdly some of them wait for a mispronounced word, reaching avidly for a sharp pencil and the stack of penny postcards ready beside the receiver. Little do they realize there's "many a slip 'twixt the mike and the lip", that reading at "news" tempo calls for the kind of concentration often beading a furrowed brow with the dew of cold perspiration.

The newscaster must keep Mr. Webster's pronouncing gazetteer handy on his news room desk; learn the rudiments, at least, of several foreign languages, that is, the simplified rules for pronunciation, accented syllables, etc. He'll be smart if he reads a good world history now and then; studies maps, becomes oriented with the relative positions of various countries; and if he keeps up on current history in the making. That's a pretty good substitute for actual travel, and then Mr. Newscaster will seldom make fatal errors. And too, his listeners will detect a note of sincerity and understanding which distinguishes those few newscasters who gain a large following for their station or network.

The news reporter who continues to analyze his own work—the news, the likes and dislikes of his auditors—will have no trouble in geting ahead. He'll find the sales department backing him to the hilt, with prospective sponsors usually waiting on the word for an opening.

Once, several years ago, in Hollywood, a young woman who held down the information desk at Equity headquarters said, "To get by in show business, you've got to have a thick skin—thicker than the next fellow's!" If a news reporter can't take the brickbats as well as the roses sometimes cast in his direction, he can't do his best work. This listener, or that holds you responsible for a bit of news the individual didn't like; accuses you of leaning too far over the fence in reporting political news—usually because a single word received a little unnecessary emphasis. But, happily for the reporter's frame of mind — these complaints are few. However he'll be wise to analyze each letter of comment, for by knowing his listener he'll give better service, advance himself, and be considered "reliable" by his employer.

One thing of importance is this: "Regardless of a newscaster's voice, the listener who depends upon radio for news wants it delivered through the loudspeaker *distinctly* —comfortably paced, but always with each word understandable. Each speaker has to find his own pace and above all, learn to breathe correctly. You would be surprised at the number of listeners who almost froth in fury at the chap who breathes incorrectly — and audibly. And, just as often, they won't turn to another station, but continue to fume at the noisy breather!

Radio Attitude on Liquor Is Falsely Represented

ATTEMPTING to remedy a situation whereby the public, through newspaper advertising by distillers or liquor marketers, is led to believe radio stations accept liquor advertising, KOMO-KJR, Seattle, recently called to the attention of the Washington State Liquor Control Board a particularly misleading advertisement and then sent copies of the ensuing correspondence to other stations in the State to enlist their active support. Although the State Board maintained the particular advertisement violated no regulations of liquor advertising, it suggested that the distributor in that territory take steps to curb such advertising through the distiller and his agency.

The newspaper advertisement, a clipping of which was sent with the complaint, portrayed a radio announcer at a microphone and indicated his making the statement: "You're missing something if you don't 'tune in' on Green River." KOMO-KJR pointed out that since the illustration was a type widely used in connection with radio programs or by sponsors of radio advertising, the copy conveyed the impression the particular brand of whiskey uses radio as an advertising medium, notwithstanding the universal ban on such accounts.

WBNO Now WNOE

FIRST call letters issued by the FCC which contain the entire last name of the station owner were authorized June 23 when WBNO, New Orleans, was granted authority to change to WNOE. The station was acquired earlier in the month [BROADCASTING, June 15] from a local church by James A. Noe, former Governor of Louisiana and a prominent oil man of the state.

Overhead Cuts Net

(*Continued from page 30*)

of $7,642,445. This compared to the figure of $14,505,338 for the 660 stations.

Four part-time clear channel stations with 50 kw. had a broadcast income of $384,095 for the year. In another bracket, covering 14 stations with power of 5,000 to 25,000 watts operating unlimited time, the statistics showed revenues of $2,941,887 with a broadcast income item of $433,086. In this same power classification, four part-time stations had broadcast revenues of $529,204 with broadcast income of $53,927.

In the regional classification, the statistics covered 195 unlimited time regionals, other than those in the high-power regional group, and disclosed aggregate broadcast revenues of $31,583,083 with broadcast income of $5,150,995. The eight high-power regionals had broadcast revenues of $1,889,736 with broadcast income of $317,635.

Limited and day stations in the regional group, both with and without network affiliations, totaled 68 with broadcast revenues of $3,732,267 but they had a deficit of $88,835. Such regionals on national networks total 12, with an income of $945,381 and a deficit of $25,467. Thus the entire group of limited and daytime regionals showed losses.

Part-time Regionals

On the other hand 33 part-time regionals showed revenues of $3,046,037 with earnings of $301,834. Of this number, 15 stations were on national networks and had revenues of $1,447,701, with income of $236,809.

There were 227 commercial locals or hundred watters accounted for in the tabulations. Their aggregate business from sale of time was $8,604,963 with a broadcast income of $283,125. Of this total 91 locals were on the national networks. Their time revenue yield was $4,109,908, with earnings of $276,237. In the daytime and parttime local station category, 76 stations were accounted for with broadcast revenue of $1,728,696 and with broadcast income of $27,031.

In showing totals for all commercial stations, the FCC figures revealed that the 660 stations with net time sales of $25,000 or more had total broadcast revenues of $79,128,760; expenses of $21,628,460, deductions from net broadcast revenues accounted for by depreciation, amortization, taxes, plant losses and related items of $7,123,122 with the net broadcast income figure of $14,505,338.

Pure Oil Adding

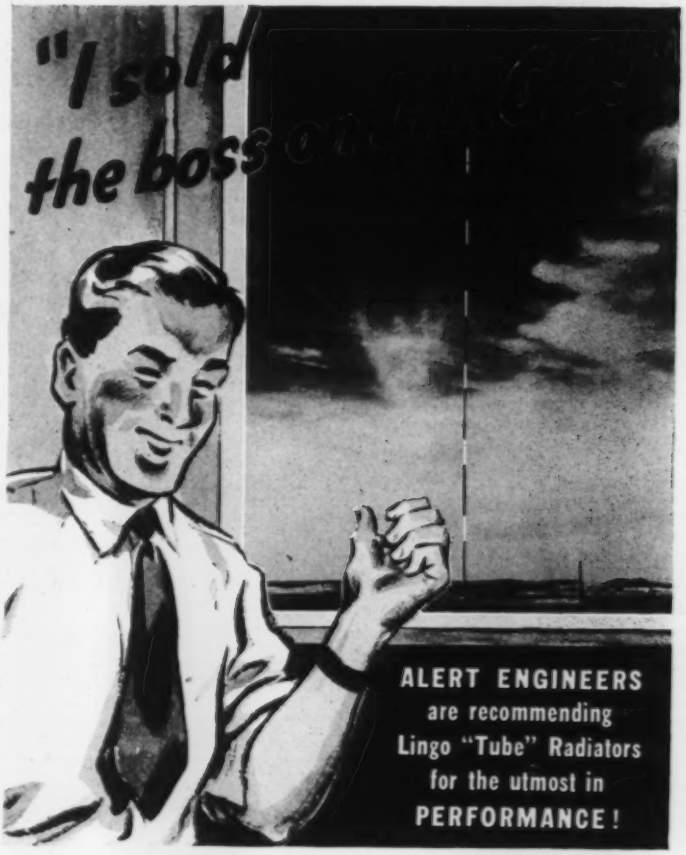
PURE OIL Co., Chicago, on Sept. 25 extends its twice-weekly *Kaltenborn in the News* series on 38 CBS stations to a thrice-weekly series, Mondays, Wednesdays and Fridays, 6:30-6:45 p.m. (EST). To its spot schedule on six stations, [BROADCASTING June 1], the firm has added five weekly 15-minute programs on KTRH, Houston, featuring Harry Grier, sportscaster, and Dick Freeman, sports editor of the *Houston Chronicle*, in a sports summaries to run 26 weeks. Pure Oil has started distribution of the Kaltenborn Map of Europe, free if called for at a Pure Oil station, or a dime by mail. Leo Burnett Co., Chicago, handles the account.

Dr. A. E. Kennelly

DR. ARTHUR E. KENNELLY, 77, electrical and radio engineer and co-discoverer of the Kennelly Heaviside Layer, popularly known as the "radio ceiling", died in Boston June 18. Professor emeritus of two universities and widely known as a radio scientist, Dr. Kennelly was the principal electrical assistant to Thomas A. Edison a half-century ago.

"Where was I on the night of Dec. 10? Why, at home listening to CKAC, of course!"

CKAC, Montreal "Canada's Busiest Station"—affiliated with CBS



Here's how you can get greater Antenna Efficiency at a lower cost-

Above the demands of the "front office" for ECONOMY . . . is the "Control Room" requirement for PERFORMANCE! Lingo "Tube" Radiators are designed to give both! Ask your own Engineer or any at the many aggressive stations who have already installed Lingo Radiators . . . for after you investigate the amazing story of LINGO efficiency and economy, you will realize, that here indeed, are new standards that vitally affect the future of your station. Let us explain how savings up to one-half are possible due to our single responsibility of both constructing and erecting . . . and how a new high in performance is not only possible, but to be expected. Send information today regarding your location, power and frequency, and we will show you in detail (without obligation) how LINGO "tube" Radiators can meet your particular needs and quote you complete prices in advance.

JOHN E. LINGO & SON, Inc. *Dept. B-7* **CAMDEN, N. J**

LINGO
VERTICAL TUBULAR STEEL RADIATORS

Fr. Coughlin's Magazine 2 Hours Daily on WHIP; Sunday List Is Revised

EXPANSION of the radio time used by Father Charles E. Coughlin and his magazine, *Social Justice*, was noted in June when *Social Justice* booked through station WHIP, Hammond, Ind., already carrying the Sunday Coughlin talks, five periods aggregating two hours daily. Some of the periods are quarter-hour length and the balance are of half-hour duration.

The programs are transmitted by direct wire from Royal Oak, Mich. They include news broadcasts handled, according to the magazine, "from a social justice standpoint", organ music and other matter publicizing the magazine. In recent months Fr. Coughlin on his Sunday broadcasts has been urging listeners to take up distribution of the magazine.

The latest issue of *Social Justice* carried a story on the added broadcasts at Hammond and also said that a similar contract had been signed with WHBI, Newark. It was said that if these programs are successful they will be extended to New York, Detroit and Boston. No confirmation of any of this activity, except the programs to WHIP, was obtainable at Aircasters Inc., Detroit agency which books the Coughlin time. *Social Justice* also declared that the broadcasts at Hammond have developed "a cruel and unwarranted boycott" of the station "by subversive interests."

Checkup of the Coughlin Sunday afternoon list, meanwhile, disclosed several changes from the original station lineup. The network now carrying the talks includes these 48 stations:

WABY, Albany; WPG, Atlantic City; WBAL, Baltimore; WCAO, Baltimore; WKBW, Buffalo; WCKY, Cincinnati; WGAR, Cleveland; WHKC, Columbus; WHO, Des Moines; WJR, Detroit; WLEU, Erie; WJEJ, Hagerstown, Md.; WHIP, Hammond; WKBO, Harrisburg; WIRE, Indianapolis; WKZO, Kalamazoo; WREN, Lawrence, Kan.; WIBA, Madison; WTMJ, Milwaukee; KSTP, St. Paul; WGRC, New Albany; WHBI, Newark; WJAS, Pittsburgh; WRAW, Reading, Pa.; WHAM, Rochester; WGBI, Scranton; KFEQ, St. Joseph, Mo.; WEW, St. Louis; WFBL, Syracuse; WBAX, Wilkes-Barre, Pa.; WWRL, Woodside, N. Y.; WRDO, Augusta, Me.; WLBZ, Bangor; WAAB, Boston; WICC, Bridgeport; WSAR, Fall River; WHAI, Greenfield, Mass.; WTHT, Hartford; WLNH, Laconia, N. H.; WLLH, Lowell; WCOU, Lewiston, Me.; WFEA, Manchester, N. H.; WNBH, New Bedford; WNLC, New London, Conn.; WBRK, Pittsfield, Mass.; WEAN, Providence; WATR, Waterbury; WTAG, Worcester.

AFTER CONTRIBUTING $22,000 worth of time and footing all bills for talent and remote lines, Detroit radio stations which always work in close harmony on civic affairs, combined last month with an employe contribution of $7,500 to the fund being raised for new buildings for the House of Good Shepherd and Salvation Army. Leo Fitzpatrick, general manager of WJR, was chief of staff for the campaign. In this picture Mr. Fitzpatrick (standing) is reporting results at a luncheon meeting to (l to r) Hi Steed, WMBC; Harry Sutton Jr., WXYZ; William Scripps, WWJ; J. J. Hartigan, CKLW; Ted Campeau, CKLW; Norman White, WJR; E. C. Thompson, WEXL. Absent when picture was taken but very active in the campaign was J. F. Hopkins, WJBK.

ST. LOUIS Negro Business League, sponsors of the cooperative *Jubilee Singers* feature heard Sundays on KXOK, St. Louis, has renewed the program for 39 weeks.

Raleigh to Use Sullivan With Night News on CBS

BROWN & WILLIAMSON Tobacco Co., Louisville, will become the first advertiser to enter the late-evening news field on a national scale Sept. 24, when it will start Paul Sullivan, news commentator of WHAS, Louisville, doing a quarter-hour broadcast of UP news six evenings weekly at 11 p.m. (EST) on a coast-to-coast CBS network. Broadcast will be heard every evening but Monday in the interest of Raleigh cigarettes. Popularity of local news broadcasts at this hour led to the decision to try it out across the country, according to BBDO, New York, the agency.

Duchin Wins Poll

EDDY DUCHIN's orchestra led a recent radio band popularity poll conducted by *Radio Mirror* magazine, topping Benny Goodman, last year's winner, and jumping from third to first place. Of 75 orchestras named in the voting, the first ten included: Eddy Duchin, Benny Goodman, Horace Heidt, Sammy Kaye, Guy Lombardo, Kay Kyser, Tommy Dorsey, Artie Shaw, Freddie Martin and Rudy Vallee. Fred R. Sammis, editor of the magazine, presented a gold medal to Duchin during his MBS program June 26.

FAYE AND CLEO, staff artists at KGKO, Fort Worth, have their pictures on a recently released novelty song by Claude Heritier and "Red River" McEvery. Song is titled *I'll Be Seeing You in Dallas, Alice.*

Why KMMJ?

BECAUSE four-fifths of Nebraska's population lives on farms and in small towns. And for 14 years KMMJ has kept itself a farm station—giving these loyal, friendly people the programs THEY like and want, and **only** those advertising messages they can believe in and use to their honest satisfaction. Result is that KMMJ is Nebraska's No. 1 farm station—and 80% of Nebraska is **rural!**

Grand Island is Nebraska's third city; outstanding dairy and poultry center; world's second largest horse and mule market; major livestock auction center; three road railroad center; nearly 3 million dollar annual payroll.

Now, KMMJ's new antenna and transmitter means even **greater** results for you . . . dollars and cents results you can recognize.

Nebraska's farm income, 1st quarter 1939, gained 30% over same period last year. Among all states Nebraska ranks third in percent of income gain.

Tap this rich, eager market through KMMJ. Wire or write for costs and availabilities.

•

RANDALL RYAN, General Manager

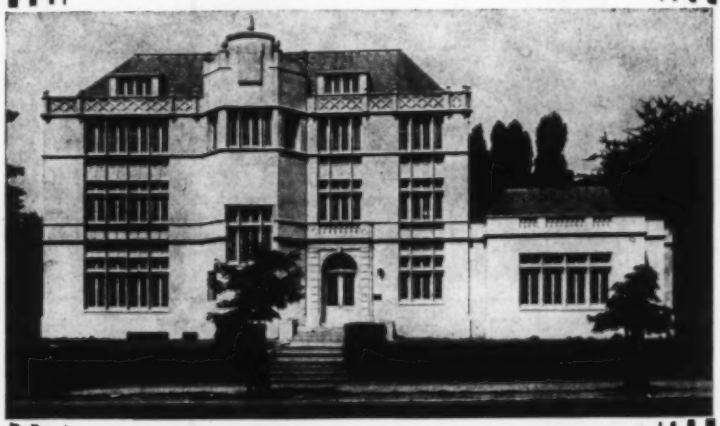
HOWARD W. WILSON CO.
Representative

The Dominant Selling Force to Four-Fifths of Nebraska

KMMJ

GRAND ISLAND, NEBRASKA

ALMA MATER!



310 U. S. Broadcasting Stations Employ C.R.E.I. Students!

The proof of the CREI training is the fact that our men not only get jobs . . . but better jobs. These men who have the ambition to devote their spare time to improve their ability deserve the respect of every employer. Perhaps that is why CREI men hold responsible positions in over 300 U. S. broadcasting stations. Would you like to know more about our training in PRACTICAL RADIO AND TELEVISION ENGINEERING? Just ask any chief engineer or write for complete details in our free booklet.

CAPITOL RADIO ENGINEERING INSTITUTE
3224 SIXTEENTH STREET, N. W. • WASHINGTON, D. C.

Screen Television Shown by Baird

Pictures are Projected on a 9x12 Screen in Exhibition

By BRUCE ROBERTSON

FIRST American demonstrations of the Baird Television Corp. large screen television, introduced in England a year ago, are now being given at the Gaumont British offices in New York. Pictures are projected on a 9 x 12 foot screen from a receiver equipped with a projection cathode ray tube and a specially designed lens, which is located in the center of the demonstration room, about 28 feet away from the screen.

Ian Javal, commercial director of the Baird Co., an affiliate of Gaumont British, who supervised the installation of the equipment, explained that in England the screens are as large as 15 x 20 feet, but that a smaller screen was necessary because of the limited space of the demonstration room in New York, which seats about 40 people.

Duplicate Apparatus

All controls and meters are contained on the projector housing, permitting the operator to make any necessary adjustments during the program. Machine contains two complete receiver-projectors, with provisions for an instant switch-over should anything go wrong with the reception of the tube in use. The tube is normally operated at about 50,000 volts, derived from a special high-tension rectifier unit located in an adjoining room. This rectifier unit employs two tubes capable of a total output of 60 kv. at 10mA. Size and cost of the equipment makes screen television reception impracticable for general home use, it was said. Negotiations are now under way, however, for installation of Baird in a number of Broadway movie houses. Five London theatres are already so equipped, with others being added as rapidly as possible, according to the company, which expects to complete 20 such installations by the end of the year.

NBC's telecast of the Gilbert and Sullivan opera, "Pirates of Penzance", witnessed by this observer on the Baird screen, was generally of acceptable quality, although the dark and light shades were not as sharply contrasted as in previous NBC telecasts viewed on standard American receivers with 7 x 10 inch viewing screens. The closeup shots were clearly defined, but there was a noticeable blurring of the long-range pictures. Stripes in the pirate costumes frequently extended across the entire picture, a phenomenon called "streaming" by the Baird engineer, who explained that it is present to some extent in all television broadcasts.

There is some difference of opinion between Baird engineers and NBC's television staff as to whether the transmitting or receiving apparatus should be blamed for the defects in reproduction, NBC executives stating that the telecasts as viewed on the standard RCA home receivers are free from the defects noted on the large screen presentation.

DETROIT'S YOUNGEST DEPARTMENT STORE IS ALREADY AMONG THE *BIG FOUR*

Just another brief for the effective pulling power of 5000 WATTS.

with programs totaling 2½ hours *DAILY* over

CKLW

EXCLUSIVELY

2ND IN POWER IN DETROIT AREA

DETROIT	NEW YORK	CHICAGO
3300 Union Guardian Bldg.	JOS. H. McGILLVRA	GEORGE ROESLER
Cadillac 7200	366 Madison Ave.	400 N. Michigan Ave.
	Vanderbilt 3-5055	*Whitehall 4262*

IN THE INTERMOUNTAIN MARKET It's KSL!

First choice of advertisers in the rich Intermountain Market is KSL! Whether your advertising message is for the concentrated Salt Lake City metropolitan area or for the entire Intermountain West, KSL will present it forcefully, consistently as it is doing day in and day out for the largest clientele in Intermountain America!

KSL

50,000 Watt Affiliate of the Columbia Broadcasting System

Nationally represented by EDWARD PETRY & COMPANY

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

JUNE 14 TO JUNE 26, INCLUSIVE

Decisions . . .

JUNE 14

NEW, M. & M. Bcstg. Co., Marinette, Wis.—Adopted final order granting applic. CP 570 kc 250 w D.

KGGF, Coffeyville, Kan.—Adopted final order granting applic. consent voluntary assignment license to Hugh J. Powell.

KTRB, Modesto, Cal.—Adopted final order granting applic. renewal license.

NEW, Pillar of Fire, Zarephath, N. J.—Adopted final order denying CP international station 5 kw.

WSNJ, Bridgeton, N. J.—Adopted final order granting CP increase to 100-250 w unl.

NEW, Coultas, Edge & Stephenson, Jacksonville, Ill.—Applic. CP dismissed without prejudice.

KFRU, Columbia, Mo.—Dismissed rehearing petition re KVOD, KFEL applications.

WTHT, Hartford—Adopted final order increase to 100-250 w unl.

WTAR, Norfolk, Va., and WMC, Memphis—Granted temp. auth. 5 kw N directional to overcome interference.

JUNE 16

MISCELLANEOUS—KVOS, Bellingham, Wash., granted continuance hearing, consolidated with Bellingham Bcstg. Co.; WSPA, Spartanburg, S. C., granted withdrawal without prejudice applic. mod. license re freq., power, time; WMBR, Jacksonville, Fla., granted petition intervene WAPO-WJBO hearings; KLCN, Blytheville, Ark., granted continuance renewal hearing; KFPY, KGA, KHQ, Spokane, granted orders take depositions re KFIO; WJBW, New Orleans, granted continuance hearing; KFIO, Spokane, granted two-day postponement hearing.

JUNE 17

KOB, Albuquerque, N. M.—Granted extension temp. auth. 10 kw unl. to 4-21-39.

KEX, Portland, Ore.—Granted auth. 5 kw. unl. to 4-21-39.

JUNE 19

WEAF, New York—Amend CP move antenna, trans., re antenna.

WFBR, Baltimore—License for CP as mod. increase power, move trans., new equip., directional D & N.

WHKC, Columbus—Mod. license change to 570 kc Sh.-WOSU same basis as WKBN, asks facilities WKBN, amended to spec. hours (640 kc).

WALR, Zanesville, O.—CP new antenna, move trans.

WAPI, Birmingham — Extension exp. auth. unl. directional after LS Tulsa.

KWK, St. Louis—CP change to 630 kc, asks facilities KFRU and WGBF, amended to contingent grants of WGBF and KFRU applications.

NEW, Television Productions, Los Angeles—CP 1 kw television.

JUNE 20

WEDC, Chicago—Granted CP increase D to 250 w and operate midnight to 6 a. m.

NEW, Albemarle Bcstg. Co., Elizabeth City, N. C.—Granted CP 1370 kc. 100-250 w unl.

NEW, Kingston Bcstg. Corp., Kingston, N. Y.—CP 1500 kc. 100 w D.

WHLS, Port Huron, Mich.—Granted applic. mod. license to 100-250 w unl.

WBNX—New York—Granted renewal license.

WBIG, Greensboro, N. C.—Granted auth. increase D 1 to 5 kw without hearing.

KGNO, Dodge City, Kan.—Granted increase 250 w to 1 kw.

KINY, Juneau, Alaska—Granted CP increase 259 w to 1 kw.

KWTO, Springfield, Mo.—Granted mod. license to include 5-6 a. m., 1 kw.

KGMB, Honlulu—Granted CP change 1320 kc to 590 kc, new radiator, increase D 1 to 5 kw.

KRIC, Beaumont, Tex.—Granted vol. assign. license to KRIC Inc.

WSMB, New Orleans—Granted CP replace tower, change directive pattern.

WCHS, Charleston, W. Va.—Granted CP increase D 1 to 5 kw.

WFNC, Fayetteville, N. C.—Granted mod. CP (Craven voting No) approving trans., antenna site.

TEMPORARY RENEWALS — KAWM KNET KRMC KYSM WGIL WKAT WMFJ WMFO KOBH KRKO KSAN WCNW WHDF WRDO WSVS.

KSUB, Cedar City, Utah—Granted temp. auth. to Leland M. Perry to operate station to 11-1-39.

SET FOR HEARING—WCSC, Charleston, S. C., applic. amended to change antenna, increase N to 1 kw; NEW, Pororican American Bcstg. Co., Ponce, P. R., CP 1340 kc 1 kw unl.; NEW, Silver Crest Theatres, Yuma, Ariz., CP 1420 kc 100 w spec.; KQV, Pittsburgh, mod. license to 1 kw directional; WKBO, Harrisburg, Pa., applic. transfer control to J. H. and John F. Steinman; NEW, Albemarle Bcstg. Station, Albemarle, N. C., CP 1370 kc 100 w D; NEW, Lackawanna Bcstg. Co., Scranton, CP 1370 kc 100-250 w unl.; NEW, Richard T. Sampson, Riverside, Cal., CP 1390 kc 250 w D; WTNJ, Trenton, N. J., mod. license re hours; NEW, North Shore Bcstg. Co., Salem, Mass., CP 1200 kc 100 w unl.

MISCELLANEOUS — Travelers Bcstg. Service Corp., Hartford, set for oral argument applic. voluntary assignment licenses of WTIC etc. to Travelers Bcstg. Co.; WMEX, Boston, denied rehearing on applic. Yankee Network (WAAB) for mod. license to 1 kw unl.

JUNE 21

WJBL, Decatur, Ill., WBOW, Terre Haute, Ind., WJBC, Bloomington, Ill.—WJBL granted change from 1200 to 1310 kc, increase to 100-250 w unl.; WBOW granted change from 1310 to 1200 kc, move locally, 100-250 w unl.; WJBC granted mod. license to 1200 kc 100-250 w unl.

WBNX, New York; WMBG, Richmond, Va.—WBNX granted change trans. site, new equip., directional antenna, increase D to 5 kw; WMBG granted applic. new equip., increase 500 w unl. to 1-5 kw directional.

MISCELLANEOUS—WLW, Cincinnati, granted CP change trans.; WWAE, Hammond, Ind., granted CP move trans. locally; KTOK, Oklahoma City, granted license increase D to 250 w; KTOH, Lihue, Hawaii, granted mod. CP trans., studio sites, antenna; WSUN, St. Petersburg, Fla., denied rehearing re Pinellas Bcstg. Co.; WMBG and WRTD, Richmond, Va., denied rehearing re WRNL; NEW, Bellingham Bcstg. Co., Bellingham, Wash., ordered hearing at Bellingham on applic. for KVOS facilities; WAPI, Birmingham, denied rehearing applic. assign license; KALE, Portland, Ore., granted applic. change equip., increase D 1 to 5 kw; WARD, Brooklyn, granted auth. move trans. locally, install radiator; NEW, Peter J. Caldarone, Providence, R. I., denied rehearing applic. CP, denied 5-1-39.

KFQD, Anchorage, Alaska — Granted consent transfer control to R. E. McDonald, and renewal license.

WOMI, Owensboro, Ky.—Denied mod. license 1500 to 1200 kc.

KOME, Tulsa, Okla.—Denied temp. auth. 8:30-10:30 p. m. 6-28-39 to 7-27-39 for special programs.

JUNE 22

NEW, Peter J. Caldarone, Providence, R. I.—Denied CP 1270 kc. 250 w D.

JUNE 23

MISCELLANEOUS — WBNY, Buffalo, granted temp. auth. unlimited time during July (if WSVS remains silent) for special programs; WMAZ, Macon, Ga., denied temp. auth. unlimited time 6-27-39 to 7-26-39 for special programs; WILM, Wilmington, Del., denied temp. auth. Simul.-WAZL after 8:30 p.m. for baseball games; WPTF, Raleigh, N. C., granted leave amend applic. CP increase to 50 kw; NEW, Pawtucket, R. I., denied motion dismiss appearance of Outlet Co.; NEW, C. T. Sherer Co., Worcester, Mass., granted motion take depositions; WOL, Washington, granted postponement hearing John F. Arrington Jr., Valdosta, Ga., on CP new station.

Proposed Decisions . . .

JUNE 14

NEW, Saginaw Bcstg. Co., Saginaw, Mich.—Granted CP 1200 kc 100-250 w unl.

NEW, Gross & Shields, Saginaw, Mich.—Granted CP 950 kc 500 w unl.

JUNE 21

KEHE, Los Angeles, Applic. vol. assign. license to Earle C. Anthony Inc. and applic. Earle C. Anthony Inc. move KECA to San Diego and assign. KECA to Worcester Bcstg. Corp., granted on condition that license of KECA be surrendered for cancellation prior to operation of KEHE by Earle C. Anthony Inc.

WGTM, Wilson, N. C.—Denied CP change to 1240 kc 500 w D.

WMBI, Chicago—Denied CP noncommercial station kc 41300 w unl.

KTEM, Temple, Tex.—Granted mod. license to 100-250 w unl.

WALA, Mobile, Ala.—Granted CP move trans., new radiator, increase N to 1 kw.

Applications . . .

JUNE 16

WNBX, Springfield, Vt.—CP change antenna, move studio and trans. to Keene, N. H.

WLNH, Laconia, N. H.—License move trans., antenna.

WBAL, Baltimore—Extension exp. auth. Simul.-KTHS and Synch.-WJZ.

WTIC, Hartford—Extension exp. auth. Simul.-KRLD.

WESG, Elmira, N. Y.—Extension exp. auth. 850 kc. 1 kw D to LS New Orleans; CP change equip.

WCAU, Philadelphia—Vol. assign. license to WCAU Bcstg. Co., a Penn. corp.

KFPW, Ft. Smith, Ark.—CP change 1210 to 1370 kc.

KTAT, Ft. Worth—Auth. transfer control to Ruth G. Roosevelt.

WGIM, Wilson, N. C.—Auth. transfer control to H. W. Wilson, Charlotte L. Burns, George C. McDonald.

NEW, WSPB Inc., Sarasota, Fla.—CP 1420 kc 100-250 w unl.

KWKH, Shreveport, La.—Extension exp. auth. unl. time 10 kw directional N.

WBBM, Chicago—Extension exp. auth. Synch.-KFAB; KFAB, same.

WIBW, Topeka—Mod. license increase N to 5 kw.

KIRO, Seattle—Extension exp. auth. 710 kc 1 kw unl.

JUNE 21

WKAQ, San Juan, P. R.—CP increase 1 to 5 kw, change 1240 to 620 kc, amended re antenna.

WFBR, Baltimore—CP move aux. trans. locally, increase N to 1 kw.

NEW, Hiawathaland Bcstg. Co., Sault Ste. Marie, Mich.—CP 1200 kc 100-250 w unl.

WXYZ, Detroit, CP new trans., antenna, increase D to 5 kw.

WBTH, Williamson, W. Va. — Auth. transfer control to W. B. Booker.

WTMC, Ocala, Fla.—Vol. assign to Ocala Bcstg. Co.

WTMA, Charleston, S. C.—License for new station 1210 kc.

KGKO, Fort Worth—Mod. license N to 5 kw.

WSBT, South Bend—CP change 1360 kc 500 w to 1010 kc. 1 kw, amended to 930 kc. 500 w.

WNAX, Yankton, S .D.—Mod. license N to 5 kw.

JUNE 24

WJMS, Ironwood, Mich.—CP increase to 100-250 w.

WJBO, Baton Rouge, La.—Mod. license to unl., asks WTAW facilities.

WTAW, College Station, Tex.—Mod. license by releasing 8-9 p. m. Mondays.

KHUB, Watsonville, Cal.—Mod. license D to unl., 100-250 w.

NEW, W. B. Dennis, Plainview, Tex.—CP 1200 kc 100 w D (not 1210 kc as stated in BROADCASTING June 15).

Gallery Debut

FIRST broadcast direct from the new radio gallery adjoining the House chamber in the U. S. Capitol was carried by NBC June 26 when H. R. Baukhage, NBC's Washington commentator, described the quarters on a national hookup during an interview with Robert Menaugh, first superintendent of the radio gallery. The NBC pickup came two hours after Speaker Bankhead granted permission to radio companies to broadcast from the workroom of the radio correspondents in the rear of their gallery. In April Congress adopted the resolution establishing a separate gallery for radio correspondents, but not until June 26 was permission granted to broadcast from the new quarters.

Mrs. Hutterly Leaves

MRS. ANNETTE HUTTERLY, secretary to Judge E. O. Sykes during his entire 12-year tenure on the Radio Commission and the FCC and who has worked in a similar capacity for Judge Sykes' successor, Commissioner Frederick I. Thompson, will retire from that post Aug. 1. Now on leave of absence, Mrs. Hutterly plans a motor trip during July to the Pacific Coast and will return to Washington about Aug. 1. Whether she will assume some other Civil Service position within the FCC or join another Governmental agency has not been determined.

TECHNIQUE of first aid has been learned by the technical staffs of Westinghouse stations WBZ, Boston, and W1XK, Millis, Mass., international shortwave outlet, and so proficient have they become in lifesaving and first aid methods that all have successfully completed an extensive Red Cross course. Similar classes are being conducted at other Westinghouse stations—KDKA, W8XK, KYW, WBZA and WOWO-WGL—under the direction of J. B. Rock, assistant manager of broadcast activities. Left to right in this group are Fred E. Osgood, Donald M. Stanier, James Eastman, James O. Wood, Edgar M. Parsons, Richard I. Hammond, Dwight A. Myer, plant manager (in foreground), Robert Henderson, Elmer Lantz, Bernard L. Clark (in foreground), George P. Johnson, instructor, Charles Vassall and Robert G. Duffield.

Network Accounts

All time EDST unless otherwise indicated.

New Business

GENERAL FOODS Corp., New York (Maxwell House Coffee), on Sept. 7 resumes *Good News* after 10 weeks layoff on 83 NBC-Red stations, Thurs., 9-10 p. m. Agency: Benton & Bowles, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Ivory soap), on July 3 starts rebroadcasts for *The O'Neills* on NBC-Red, Mon. thru Fri., 5-5:15 p. m., now on 19 NBC-Red, 12:15 noon-12:30 p. m.; and for *Life Can Be Beautiful* on 15 split NBC-Red-Blue, Mon. thru Fri., 9:45-10 a. m., now on 35 CBS stations, Mon. thru Fri., 1:15-1:30 p. m. Agency: Compton Adv., N. Y.

QUAKER OATS Co., Chicago (Quaker and Mothers' Oats), on Sept. 25 starts *Girl Alone* on 30 NBC-Red stations, Mon. thru Fri., 5-5:15 p. m., EST. Agency: Ruthrauff & Ryan Inc., Chicago.

BROWN & WILLIAMSON TOBACCO Co., Louisville (Raleigh cigarettes), on Sept. 24 starts *Paul Sullivan's News* on 35 CBS stations, Mon. thru Fri. and Sun., 11-11:15 p.m. Agency: BBDO, N. Y.

PALMER BROS. Co., New York (mattresses-comfortables), on Aug. 20 starts commentation program on 38 NBC-Blue stations, Sun., 5:15-5:30 p.m. Agency: Tucker Wayne & Co., Atlanta.

AMERICAN BIRD PRODUCTS, Chicago (bird food), on Oct. 8 resumes *American Radio Warblers* on 8 MBS stations, Sun., 11:45 a.m.-12 noon. Agency: Weston-Barnett, Chicago.

BRISTOL-MYERS Co., New York (Ipana-Sal Hepatica), on Oct. 4 resumes *Town Hall Tonight* on 53 NBC-Red stations, Wed., 9-10 p.m. Agency: Young & Rubicam, N. Y.

ASSOCIATED ELECTRIC Companies of Texas, on June 25 started *The Texas Hall of Fame* on 21 Texas State Network stations, Sun., 1:30-2:00 p.m. for 13 weeks.

STANDARD BRANDS, New York (Fleischmann Yeast), on Oct. 2 resumes *Getting the Most Out of Life* after a 13-week lay-off on 28 NBC-Blue stations, Mon. thru Fri., 11:45-12 noon. Agency: J. Walter Thompson Co., N. Y.

"The Crystal Specialists Since 1925"

SCIENTIFIC
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS

Approved by FCC
Two for $75.00
$40 Each

Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—

Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

NBC Modifies Policy

NBC's policy on courtesy announcements, which formerly called for explanatory announcements immediately preceding and following broadcasts of national or local importance for which sponsored programs were cancelled, has been modified as follows: "Where such cancellations are effected, however, for a broadcast by the President of the United States, or for certain other national or international events of transcending importance, NBC may find it advisable not to make these courtesy announcements before and after the special program, in which case we will endeavor to make at least one announcement as near to the advertiser's time originally scheduled, as possible."

ETHYL GASOLINE Corp., New York, on Aug. 21 resumes *Tune-Up Time* after a seven-week hiatus on 60 CBS stations, Mon., 8-8:30 p. m. Agency: BBDO, N. Y.

Renewal Accounts

BENEFICIAL Management Corp., Newark (loans), on July 24 renews *Doc Barclay's Daughters* on 26 CBS stations, Mon. thru Fri., 2-2:15 p. m. Agency: Blackett-Sample-Hummert, N. Y.

PROCTER & GAMBLE Co., Cincinnati, on July 3 renews for 52 weeks the following dramatic serials on NBC, all heard Monday through Friday: *Story of Mary Marlin* (Ivory Flakes) on 22 NBC-Blue, 11-11:15 a. m., and on 63 NBC-Red, 3-3:15 p. m.; *Vic & Sade* (Crisco) on 24 NBC-Blue, 11:15-11:30 a. m.; *Pepper Young's Family* (Camay) on 17 NBC-Blue, 11:30-11:45 a. m., and on 61 NBC-Red, 3:30-3:45 p. m.; *Ma Perkins* (Oxydol) on 63 NBC-Red, 3:15-3:30 p. m., *Guiding Light* (Naphtha) on 61 NBC-Red, 3:45-4 p. m., and *The O'Neills* (Ivory soap) on 19 NBC-Red, 12:15 noon-12:30 p. m. Agencies: Pedlar & Ryan, N. Y., for Camay; Blackett-Sample-Hummert, Chicago, for Oxydol; Compton Adv., N. Y., for all others.

AMERICAN TOBACCO Co., New York (Lucky Strikes), on July 5 for 13 weeks renews Kay Kyser's *Kollege of Musical Knowledge* on 99 NBC-Red, Wed., 10-11 p.m. Agency: Lord & Thomas, N. Y.

MARS Inc., Chicago (candy bars), on July 10 renews for 6 weeks *Dr. I.Q.* on 32 NBC-Red stations, Mon., 9-9:30 p.m. Agency: Grant Adv., Chicago.

PET MILK SALES Corp., St. Louis, on July 1 renews *Saturday Night Serenade* on 53 CBS stations, Sat., 9:45-10:15 p.m. Agency: Gardner Adv. Co., St. Louis.

Network Changes

PURE OIL Co., Chicago, on Sept. 25 changes twice-weekly *Kaltenborn in the News* on CBS to thrice weekly, Mon., Wed., Fri., 6:30-6:45 p. m.

CAMPANA SALES Co., Batavia, Ill. (Italian Balm), on June 30 shifted *First Nighter* on 51 CBS stations, Fri., from 8-8:30 p.m. to 9:30-10 p.m.

BROWN & WILLIAMSON Tobacco Co., Louisville (Bugler tobacco), on July adds 10 NBC-Blue stations to *Plantation Party*, on NBC-Blue, Fri., 9-9:30 p. m.

Bird Food on MBS

AMERICAN BIRD PRODUCTS, Chicago (bird food), on Oct. 8 will start *American Radio Warblers* on 8 MBS stations, keyed from WGN. Other stations are WCAE CKLW KWK KOIL WHB KFEL WHK. The 11:45-12 noon period on Sundays has been selected. Weston-Barnett, Chicago, is agency.

JERGENS-WOODBURY Sales Corp., Cincinnati (Jergens lotion), on July 9 replaces Walter Winchell for four weeks with Edwin C. Hill on *Jergens Journal* on 64 NBC-Blue stations, Sun., 9:30-9:45 p. m. (Pacific Coast, 11-11:15 p. m.). Agency: Lennen & Mitchell, N. Y.

PHILIP MORRIS & Co., New York (cigarettes), on June 27 replaced *The Perfect Crime* with *The World's Greatest Stories* on *Johnny Presents* on 43 NBC-Red stations, Tues., 8-8:30 p.m. Agency: Biow Co., N. Y.

JOHN H. WOODBURY Co., Cincinnati, selects *The Waring Family* as new program for Woodbury soap, starting July 7 on CBS, Fri., 7:45-8 p.m. Agency: Lennen & Mitchell, New York.

LEWIS-HOWE MEDICINE Co., St. Louis (Tums), on June 20 replaced *Vocal Varieties* with *Quicksilver* on 29 NBC-Red stations, Tues., 7:15-7:30 p.m. Agency: H. W. Kastor & Son Adv. Co., Chicago.

PROCTER & GAMBLE, Cincinnati (Oxydol), on July 9 starts *The Man I Married* in place of *Central City*, Mon. thru Fri., 10-10:15 a.m., originating in New York.

P. LORILLARD Co., New York (Old Gold cigarettes), on July 4 adds 5 stations (WFEA, KGBX, KROC, KFAM, KTSM) to *Melody & Madness*, making a total of 105 NBC-Blue, Tues., 9-9:30 p.m.

CBS Coast Sustainers

CBS on July 1 will start the most intensive summer schedule of transcontinental sustaining programs ever undertaken by that network in Hollywood. Charles Vanda, newly-appointed western program director, in announcing preliminary plans, stated that by July 17, there will be at least one transcontinental sustaining show broadcast every day from the West Coast. He pointed out that the schedule released at this time represents only those programs definitely set. Others are in the process of construction. William H. Robson, CBS New York *Workshop* producer, has been brought to Hollywood to augment the West Coast production staff, and it is expected that other additions will be made.

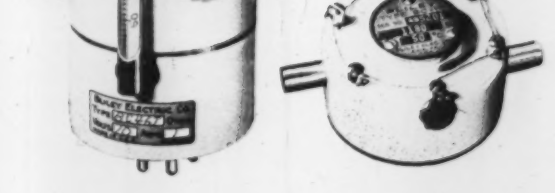
VERTICAL RADIATORS

• Announcing the opening of our new plant. Years of design and fabricating experience on radiators and towers of all descriptions.

Your Inquiries Will Receive Prompt Attention

THE CHAS. E. SCHULER ENGINEERING CO.
Newark, O.

PRECISION MADE
BLILEY CRYSTALS



Thorough workmanship, critical inspection tests and accurate calibration, assures the high degree of precision and dependability essential in all radio communication services. Write for catalog G-10 covering Bliley crystals, holders and ovens for frequencies from 20kc. to 30mc.

BLILEY ELECTRIC COMPANY
UNION STATION BUILDING ERIE, PA.

WHO (ALONE!) for IOWA PLUS!
DES MOINES 50,000 WATTS CLEAR CHANNEL

SIX YEARS WITH THE KIDDIES

Hazleton Department Store Enjoys Success With Juvenile Talent and Lollypops

REAL POSIES went to the local Leader Store from WAZL, Hazleton, as the firm started its seventh consecutive year of weekly programs on the station. All smiles behind the basket are Thomas Tito, staff pianist who has been accompanist on the Leader's program since it started back in March, 1933; Jacob Narrow, advertising manager of the store and script-writer for the show; Victor C. Diehm, manager of WAZL, who made the presentation to Mr. Narrow, and James Peiser, announcer of the program for the last two years and the third one since it began.

THE LEADER STORE, one of the largest department stores in Hazleton, Pa., recently produced a special program celebrating the 312th consecutive weekly broadcast and six consecutive years of broadcasting on WAZL, Hazleton, by the firm. Starting in March, 1933, the Leader has presented a children's program every Friday night from 6:30 to 7 p. m., with Jacob Narrow, advertising manager of the store, in charge.

During the six years the program's pattern has remained constant. Auditions are held to select the best juvenile talent in the Hazleton region. Every form of entertainment is encouraged—vocal, instrumental, elecution, and tap dancing. From time to time a juvenile master of ceremonies assists James Peiser, staff announcer conducting the program.

Free Lollypops

Commercials are restricted to announcements immediately after the theme song, written especially for the program, midway in the half-hour, and before the weekly prize winner is announced at the close of the program. A postcard poll is held weekly to determine the prize winner, who then is brought back on the next program for the final number and a big box of candy. Mr. Narrow, who writes the script, also appears briefly to give information about future programs. During the year, before important sales, an additional broadcast is used. Lollypops are passed out at every performance, and once each year all children appearing on the programs, accompanied by their mothers, are given a big party by the store. At the semi-annual style show of the Leader, which features both juvenile and adult clothing, many of the kiddie stars are used as models.

Thomas Tito, staff pianist of WAZL, has been accompanist on the program since it started. Mr. Peiser, announcer of the program for the last two years, has been the third to handle the program, being preceded by Ralph Hoyt and Tiny Hamrick. As arrangements were being made by Victor C. Diehm, manager of WAZL, to commence the Leader's seventh year of broadcasting, Mr. Narrow, speaking for Harry Roman, head of the Leader Store, said the radio specials accounted for many calls on the Saturday following the broadcasts, and also that the juvenile clothing department had grown to be the largest in the city.

Decade of Radio

(*Continued from page 25*)

the present 10 kc. separation of broadcast stations does not permit of real high-fidelity transmission. Such statements in the main are grossly in error. To be sure, a listener situated some 500 miles from two broadcast stations separated 10 kc. in frequency cannot expect to receive high-fidelity transmission from each. As a matter of fact, if only one station were on the air, then high-fidelity transmission and reception would be possible only a small percentage of the time. But practically all the better class stations today, when transmitting from local studios, have a frequency of transmission up to some 7½-10 kc., and the distortion is down to less than 5%.

Any listener who has a proper receiving set may obtain high-fidelity reception from such a station out to the signal limit where the noise level prevents such reception, with the receiver selectivity characteristics open to this degree. Under all conditions there is an area around the transmitter which permits of high-fidelity reception. The fact that stations are separated 10 kc. in frequency in no way affects this area. If they were separated by 20 kc. or more, the area would not be increased to any appreciable extent.

One of the greatest improvements in transmission has been the perfecting of microphone design, studio technique and studio sound conditioning, all of which are passed on to the listener as a gradual evolution.

Since 1928 the changes in allocation have been only in detail and mainly minor in character, mostly leading to an increase in the number of stations and rendering urban service and, of course, rural service during the daytime by reason of increase in permissible day power of regional and local stations.

The increase in licensed power of clear channel stations has resulted in improvement in rural service, though this service varies widely between summer and winter and various stages of the sunspot cycle. The same maximum power limitations at night for all classes have been retained.

As we study the technical structure of broadcasting today we see the need for a general revision of the Rules and Regulations and the technical standards governing these stations. The Commission has met this situation by adopting new Rules and Regulations and standards of good engineering practice, which were the subject of an extensive hearing, oral argument and several informal engineering conferences.

These Rules and Regulations as well as the technical standards permit of further advancements in service to the public, particularly in that the power of local stations may be increased from 100 watts to 250 watts at night. The power of regional stations may be increased from 1 kw. to 5 kw. The classification of stations is changed to Classes I, II, III, IV to supersede the present clear, regional and local stations. Class II is new and does not have a counterpart in the present structure. This class is the experimental duplicated station on clear channels which may render urban service and by reason of the use of directive antennas, the rural service rendered by the Class I stations on the channel need not be seriously impaired.

Two Types of Regionals

Class III stations, formerly regional stations, are divided into two groups, III(a) and III(b). The III(b) stations are limited in power at night to 1 kw. as at present. However, the engineering standards set out liberal conditions under which these stations may be transferred to Class III(a) and obtain the full power rating of the class.

Class II is designed to cover additional urban areas in need of service. The increase in power of the Class IV stations, formerly locals, will permit of improvement in the ratio of signal to noise from those stations, in line with technical advancements, to permit of greater fidelity of transmission and reception.

Service to Rural Areas

The allocation structure as set up by the new Rules and Regulations and engineering standards, provides adequate technical basis for general improvement of urban coverage as well as improvement in rural service. However, the problem of improving the service to the vast rural population of the United States under all circumstances is yet to be solved. This is one of the most provoking problems in allocation, in that there are no technical advancements or developments in sight today that permit of supplying this improved service except as can be accomplished by making full and complete use of clear channel (I) stations and complete use of clear channel stations (Class I).

In any well integrated plan of broadcasting there is need for four classes of stations to render a proper broadcast service to the very diversified population found throughout the United States, varying from 644 people per square mile in Rhode Island to 0.8 in Nevada. It may be safely concluded today that there are not enough facilities available in the 106 channels even to approach economic saturation in any area that does not have far greater than its relative share of facilities.

While unquestionably there will be continued increase in the number of stations, it must be borne in mind that there are numerous areas today that do not have Class II, III or IV facilities and the listeners there are denied primary service that they could economically support and with which other listeners are provided.

In this connection, while mentioning technical developments, the matter of network broadcasting should not be overlooked. Unquestionably today the network structure has been a large factor contributing to the importance of broadcasting. It is only logical that our large centers of talent should be tapped for the benefit of those who live in remote areas that could not otherwise be so enlightened and entertained.

A study of the problem of television in line with the technical development of broadcasting leads to the conclusion that a chain distribution of television programs is as important if not more important than in sound broadcasting.

Automatic Cueing

CBS engineers have developed an automatic cueing device to give news and special events announcers a split-second warning of their time limitations. Developed at the request of Paul White, head of the CBS public affairs department, the gadget resembles a battery seton tray flanked by a pair of red ship's lanterns. On the box is a dial calibrated in minutes with a center knob divided into seconds. Device is set for proper length of time and plugged in when the period starts. A red hand simultaneously begins marking off the remaining time and when it reaches zero, marking the end, two photo-flood lamps flash on with such brilliance that even though the studio be brightly lit and the announcer's back to the instrument, he cannot help seeing the flash.

PROCTER & GAMBLE, Cincinnati, on July 3 starts an hour of 15-minute five weekly programs on WRVA, Richmond, Va. It is understood the shows will be aired in the late afternoon. Products and programs follow: Oxydol *Ma Perkins*, Chipso *Road of Life*, Ivory *Gospel Singer*, Crisco *This Day is Ours*. Agency for Oxydol is Blackett-Sample-Hummert, Chicago; for the others, Compton Adv., New York.

Turntable Control Is Sought by AFM

Musicians to Request AFL to Give Them Jurisdiction

RADIO came in for a lot of discussion at the 44th annual convention of the American Federation of Musicians, held June 12-17 in Kansas City, but when it was all over no action had been taken to change the present status of AFM-radio relations.

Voted down were resolutions proposing that the union purchase all available music copyrights and itself license broadcasting stations and other users of music; that "hillbilly" bands on the air be forced to join the union; that the AFM sponsor a radio campaign to promote the use of live musicians; and that the use of radio lines be restricted to give local bands air time equal to that given traveling orchestras. The membership adopted resolution calling for remote broadcasts made by AFM members to be accompanied by an announcement stating that the "broadcast is made with the consent of the AFM".

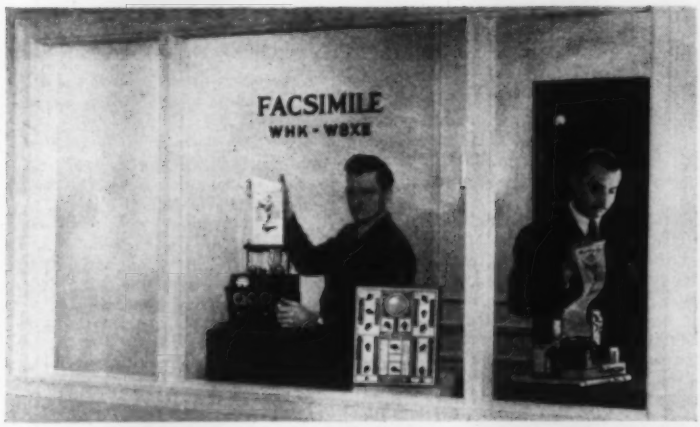
Would Operate Turntables

In an effort to give AFM members some employment in tending the machines which they claim have taken away their jobs, the convention directed the union's executive board to ask the AFL for jurisdiction over all record reproducing machines used in radio stations, theatres, restaurants and other places where musicians were formerly employed. In a number of cities local AFL unions already force broadcasters to employ AFM members to operate turntables, although this jurisdiction has been claimed by the International Brotherhood of Electrical Workers, also an AFL union.

Coin-operated phonographs, exempted from the performance for profit clause of the Federal copyright law and so escaping the ASCAP license fees which are exacted from establishments employing live musicians, were the cause of considerable discussion. The convention instructed the board to cooperate with ASCAP in attempting to have the copyright law amended to remove this discrimination, which the union feels is an additional barrier to the employment of its members.

The convention was said to be the largest in AFM history, with 645 delegates registered. The present officers: Joseph N. Weber, president; C. L. Bagley, vice-president; Fred N. Birnbach, secretary, and H. E. Brenton, treasurer, were all reelected. The union selected Indianapolis for its 1940 convention, to be held the second week in June.

THROUGH cooperation with WHB, Kansas City, and WHK, Cleveland, WSAI, Cincinnati, brought listeners the voices of Cincinnati druggists and grocers attending conferences in those two cities recently. Richard A. Ruppert, WSAI promotion manager, arranged with Jake Neumann, editor of the *Cincinnati Grocers Guide*, to make a quarter-hour transcription of interviews with Cincinnatians attending the National Assn. of Retail Grocers at Kansas City June 21, using the facilities of WHB, and broadcast the recording June 23. Then, using WHK facilities, WSAI recorded interviews with local druggists attending the Ohio State Pharmacists Conference at Cleveland on June 30, and broadcast them shortly afterward.



SEPARATE STUDIO for facsimile has been installed by WHK-WCLE, Cleveland, which claims it is the first of its kind in the country. The studio contains all equipment necessary for transmitting daily facsimile broadcasts as well as several monitor printers and receivers. Photo shows Price Fish (left), operator of the scanner, and John T. Vorpe, the stations' advertising manager in charge of facsimile copy and promotion.

FCC Rules Effective Aug. 1

(*Continued from page 23*)

vana Agreement, interference resulting to stations in this country from Mexican and Cuban outlets can be expected to continue. Actually, neither Mexico nor Cuba is provided for on specific frequencies until such time as the treaty provisions become effective. The 96 channels in the standard broadcast band are shared by the United States and Canada under a bilateral agreement in which Mexico and Cuba did not figure.

While the new rules set up new classes of stations, protections and standards, which coincide with the technical terms of the treaty, the actual channels made available for the various types of stations do not in all cases coincide with the treaty terms. The original plan was to make the new rules effective concurrently with the treaty provisions, but the FCC felt that, rather than to wait indefinitely, it should take advantage of whatever benefits will accrue in the way of public service through improvements made possible under the new rules.

Hearings on the proposed rules were held June 6-30 last year before a committee comprising Commissioners Case, chairman, Craven and Payne. Oral arguments on the two separate reports of this committee, published in January and April of this year, were held June 1 before the FCC en banc. With the exception of the plea for retention of the former rule permitting commercial use of experimental broadcast hours, virtually all of the suggested changes advanced in behalf of the NAB by Philip G. Loucks, as its special counsel, were adopted.

However, exceptions to the report made by group organizations, such as the Clear Channel Group, National Assn. of Regional Broadcast Stations, and National Independent Broadcasters, generally were not heeded since the rules were kept virtually intact. Nevertheless, the Commission's action in increasing the number of Class I(a) clear channels to 26 was regarded as a victory for proponents of that classification of station.

Adoption of the standards of good engineering practice, setting forth in detail limitations within which all stations must function, marked a milestone in FCC regulation. Heretofore, these standards, evolved by Andrew D. Ring, assistant chief engineer for broadcasting, and George D. Adair, his chief assistant, have been used only for hearing purposes and have not had the force and effect of definite rules. The FCC Engineering Department has been developing these standards in evolutionary fashion for the last 10 years.

Other Changes

A paragraph - by - paragraph analysis of the new rules, based on exceptions of particular groups in the oral arguments, discloses a number of changes of varying importance.

The provision of the original rule dealing with new station applications, which would have required a station to make a showing of adequate commercial support, was eliminated with the requirement reduced only to the showing that the applicant is "financially qualified to construct and operate the proposed station."

Also eliminated was the proposed provision that an applicant for a Class IV station must be a resident in and familiar with the needs of the community to be served.

A requirement that the transmitter of each station shall be so located that primary service is delivered to the city in which the main studio is located was retained, over the objection of independent stations.

Provoking much furore was the provision that a special experimental authorization permitting additional hours of operation should not be used to transmit any commercial or sponsored program or any commercial announcement during that time of operation. This provision was fought by the NAB and other excepting interests, but was retained by the Commission.

A requirement in the proposed rules that stations make a log entry of the time each station identification is made was retained, but the language which would have required "an indication of the type of announcement" was eliminated. Another log entry requirement, calling for a brief description of each program broadcast, together with the title, was retained but the requirement that a notation be made "by whom presented" was stricken.

The Commission retained a provision requiring each licensee to keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office. Paul A. Porter, CBS Washington counsel, had objected to this provision on the ground that it might result in serious abuses.

The old "consent" provision, under which the consent of dominant stations was necessary before a secondary station operating limited time on the channel could procure increased privileges, was altered to remove the consent provision as such. Substituted was the requirement that the dominant station should supply its objection or lack of objection to the grant.

AFRA SETTLEMENT SOUGHT IN CHICAGO

CHICAGO chapter of AFRA in its meeting of June 23 voted a walkout on local Chicago stations, stating that AFRA members would not be available for local commercial shows after July 3 unless stations and agencies have appointed a committee by July 2 for continuous negotiations until a settlement is reached.

As BROADCASTING went to press it was understood that AFRA's code for announcers on local commercial shows ranged from $16 for 15 minutes on Class A stations to $1.60 for 15 minutes on Class C stations, while the station-committee contended that the scale should range from $6 to 60c in respective situations.

In cases where sponsors broadcasting a number of daily shows on Class A stations, thus making the above AFRA scale burdensome, it was said that individual negotiations would be held.

Disagreement centered around the announcers' scale, the station-committee agreeing to the AFRA code for singers and actors provided announcers would not have to be paid additional for local commercial programs. Chicago AFRA members also voted that their chapter pay uniform dues on the same basis with New York, Los Angeles and San Francisco. It is understood that the uniform dues range from $24 to $60 a year, depending on salaries.

RADIO broadcasting from the time of the crystal set to the technical perfection of today is the subject of "Air Waves," a ten-minute film taken at NBC, which has been released by Pathe. The film shows a guided tour of the various departments of a large broadcasting station and closes with a sequence of an actual broadcast of a well-known program.

SPECIAL EVENTS

CJOR presents more educational and commercial special events than all other local stations.

CJOR

Vancouver, B. C.

National Representatives:
Joseph Hershey McGillvra

House Votes Fund For FCC

(Continued from page 26)

handled the bill on the floor, spoke briefly against the Dirksen amendment. He pointed out that the order applied only to international broadcasting and referred to the testimony by Chairman Brown in the hearing on the subject. "I agree this matter needs legislative attention," Rep. Woodrum said as he expressed hope that Congress would study FCC operations. Mr. Woodrum said the international shortwave regulations were as clear to him as a "hunk of mud", but declared he did not think the House should attempt to write any kind of a limitation on the Commission in this matter in an appropriation bill.

The House followed the Committee leader and voted down the Dirksen amendment by a standing vote of 77 to 43.

Rep. Wigglesworth spoke during consideration of the appropriation measure but did not oppose it. He again urged the House to pass a resolution ordering a sweeping investigation of the Commission. He referred to the resolutions calling for a probe which are pending before the Rules Committee. In urging action on his resolution at this session, Mr. Wigglesworth said there will be an "investigation eventually, so why not now".

Rep. Harter (D-Ohio) took the floor in defense of the Commission and said he thought it was doing good work. He was backed by Rep. Johnson (D-Okla.) who paid a special compliment to Commissioner Paul A. Walker.

Committee's Report

In the report to the House, the committee explained the urgency for action on the FCC appropriation, stating:

"The appropriations for the FCC are customarily carried in the independent offices appropriation bill. About the time that bill was considered at the present session the President transmitted a message to Congress recommending fundamental organic changes in this agency. In view of the possibility that such recommended changes, if enacted, would affect the organization of the commission and the Budget estimates that had been submitted for it, the funds for the Commission were omitted from the independent offices bill at this session and as no funds will be available for the Commission after June 30 next, it becomes necessary to make provision for it in this bill, otherwise the agency will cease to exist after the end of the present fiscal year."

The hearings before the House Deficiency Committee were tame in comparison with those before the Independent Offices subcommittee in January. Members of the committee had before them the earlier hearings and there was a limited amount of testimony on justifications of the Budget estimate. Much of the testimony at the hearing dealt with the FCC "censorship" angle contained in the international shortwave regulations.

Three or Four Complaints

Rep. O'Neal (D-Ky.), after citing the purported "censorship" language in the rule asked if the ruling had been set for a hearing. William J. Dempsey, FCC general counsel, replied that it had been set for July 12 (since postponed). In response to a question by Mr. O'Neal as to protests against the regulation, Mr. Dempsey said the Commission had received three or four letters and a petition against it.

"I want to say, Mr. Chairman," Mr. O'Neal exclaimed, "that I will never vote for a dime's worth of appropriation for any such un-American doctrine as that. If they can do it internationally, they can do it nationally, and if there is one item for enforcement of the regulation I want to register my protest against it."

Acting Chairman Brown observed that there is a wide difference of opinion as to whether the rule constitutes censorship. "The Commission in adopting that regulation used very much the same language that was used at Montevideo," he said, adding that "in my judgment there is no censorship whatever involved in that language."

'Informative Advertising'

REP. FLANNERY (D-Mass.) has introduced a bill (HR-5985) in Congress covering "informative advertising" by mail, radio or in interstate commerce of articles imported or made from imported materials. The bill would require making known the presence of such foreign materials by labeling or, in the case of radio, by announcing. It has been referred to the House Interstate & Foreign Commerce Committee.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance.

Forms close 25th and 10th of month preceding issues.

Help Wanted

Wanted — Capable sales and production manager for new 250-watt station on air September 1. Send snapshot; tell all including starting salary. Box A392. BROADCASTING.

National Radio Employment Bureau wants experienced salesmen, announcers, operators and other employes, except talent. Complete information free. Paramount Distributors. Box 864, Denver, Colorado.

Situations Wanted

Announcer wants position with small, progressive station. Will gladly send transcription and other information. Box A408, BROADCASTING.

Sports Announcer—Valuable sports background. Handle studio utility. References. Recordings available. Box A410, BROADCASTING.

Experienced News Man—Seven years with wire service and metropolitan newspaper. Also experienced publicist. Age 26 and married. Reasonable salary. Box A407, BROADCASTING.

Girl University Graduate—continuity, publicity, microphone, studio hostess, newspaper experience. Good writer, voice, news sense. Women's programs proven successful. Age 21. Will send scripts, interview. Box A406, BROADCASTING.

Station manager or commercial manager available. Employed. Experienced. Capable. Exceptional record. Box A405, BROADCASTING.

Expert News Man. International background (U.S.A., London, Berlin); familiar AP, UP, INS; first-class copywriter; excellent radio voice, delivery. At present signed columnist big eastern daily, broadcasting weekly. Seeks full-time connection progressive station east or west affiliated NBC, CBS or MBS. Transcription. Box A397, BROADCASTING.

Engineer now employed on major network stations, desires change. Experienced and available at once. Desire better opportunity with metropolitan station. Investigate! Address Box A409, BROADCASTING.

Attention Radio Academies & Stations! Instructor—speech, announcing, dramatics, programming. Studio-announcerial duties. Box A411, BROADCASTING.

News! Thoroughly experienced newscaster, editor, commentator. Background advertising, travel. Now employed, seeking better opportunity. Ten years in radio. Can also handle interviews, special features, continuity. Transcription available. Box A412. BROADCASTING.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

Private Net Plan Arouses Dominion

By JAMES MONTAGNES

INTIMATION that on Sept. 25 the Canadian Broadcasting Corp. will inaugurate a subsidiary national and regional network for private broadcasters was contained in a circular letter sent to all stations in latter June over the signature of Dr. Augustin Frigon, assistant general manager of CBC. The letter was vaguely worded, but stated that Horace N. Stovin, CBC supervisor of station relations, would start in July a tour of all Canadian stations to explain the working of the subsidiary network scheme which was planned under control of the CBC.

In a conference in Toronto between CBC executives and a Canadian Association of Broadcasters executive, it was learned the letter was "unfortunately worded" and was premature. On the trip Mr. Stovin is to discuss in detail with each station the possibilities of a secondary network.

The board of governors of the CBC meets in Ottawa July 5, and the Canadian Association of Broadcasters expressed readiness to appear before it to discuss further problems affecting relations between the CBC and private stations, which were considered at the March 20 meeting of the board in Montreal [BROADCASTING, April 1]. Since that meeting there has been greater cooperation by the CBC with the private broadcasters. There have not been as many rigid orders and instructions to stations as in the past, the CBC in a number of cases having asked the CAB to inform member stations of certain regulations, thus eliminating to some extent bitterness felt by private stations toward the CBC government control of their business.

Address by Television

BEN ABRAMS, president of Emerson Radio and Phonograph Corp., and Elliott Roosevelt, commentator on the company's thrice-weekly news commentary program on MBS, addressed an Emerson convention at the Hotel New Yorker by television on June 20. The speakers were in NBC's television studio in Radio City; their audience was looking and listening at video receivers in the hotel. Mr. Roosevelt, who is also president of the Texas State Network, on June 27 addressed the luncheon meeting of the Sales Executives Club of New York, on "The Sales Executive Looks at Texas."

MBS on June 30 broadcast a special round-table program with Raymond Gram Swing, MBS commentator, and H. V. Kaltenborn, CBS commentator, discussing the problems facing American youth with their sons, Peter Swing, aged 16, and Rolf Kaltenborn, aged 22. The broadcast was scheduled in connection with the American Youth Congress, to be held July 1-5 in New York.

ARTURO TOSCANINI, conducting a picked orchestra of 90 men from the finest Swiss orchestral groups, will be the outstanding figure in a series of exclusive NBC broadcasts shortwaved from the International Music Festival, to be held Aug. 3-29 in Lucerne, Switzerland.

Late Personal and News Notes

PETERSEN KURTZER has resigend from the radio department of H. W. Kastor & Sons Adv. Co., Chicago, and has announced no future plans. M. M. Panton has been transferred from the copy department to the radio department to take over Mr. Kurtzer's duties. Miss Dorothy Lee, secretary to Harry Cohen, Kastor account executive, and Miss Lee Johnson, of the agency's media department, have resigned.

RICHARD M. HYDE has been appointed production manager of Gerth-Knollin Adv. Agency, Los Angeles. He was formerly in charge of the creative department of Stationers' Corp., Los Angeles and was also engaged in free lance work in Southern California. James Richardson continues as production manager of the agency's San Francisco office.

FRANKLIN DELANO, for the past year assistant manager of Young & Rubicam Inc., Hollywood office, has been transferred to San Francisco as aide to Bryan Houston, who is in charge of the agency's activities in that city. Delano is originally from the agency's New York office.

JOSEPH STILL Jr., formerly of Botsford, Constantine & Gardner, San Francisco, has joined the Mayers Co., Los Angeles, as account executive.

JAMES SAPHIER, Hollywood radio executive of Music Corp. of America, is in New York on a three months business trip, having left the west coast in late June.

FORREST BARNES, Hollywood free lance writer, has been assigned to write the weekly *Alec Templeton* program which replaces *Fibber McGee & Molly* on NBC for the summer, effective July 4, under continued sponsorship of S. C. Johnson & Son (floor wax). Besides Templeton, blind pianist, the program will feature Conrad Nagel as master-of-ceremonies; Edna O'Dell, vocalist, and Billy Mills' orchestra.

PAUL DUDLEY, formerly writer on the Hollywood staff of Lord & Thomas, is en route to New York with Paul Monroe on production of the CBS *Grand Central Station* program.

JOHN SCHAMBERG of the WBS station relations department is making a four-week tour of West Virginia, Tennessee, North Carolina, and Pennsylvania, visiting World affiliate stations in those states.

A. H. FLATEN, commercial manager of KDAL, Duluth, displays the "KDAL Trophy" for the annual Coast Guard surf boat races between crews from Duluth and Grand Marais, to Chief Boatswain's Mate Reuben J. LeClair, officer in charge of the Duluth station. But this is as close as LeClair got to the trophy because it was won, for possession in 1939-40, by the Grand Marais crew. KDAL aired the race shortwave from a coast guard life boat circling the course. Dalton A. LeMasurier, KDAL manager, presented the trophy to the coxswain of the winning crew.

J. E. ROGERS has been named president of Rogers Broadcasting Co., owners of CFRB, Toronto, and CKLW, Windsor, Ont., to succeed his brother E. S. Rogers, founder of the station in 1927, who died May 6. Mr. Rogers also succeeds his brother as president of the Rogers-Majestic Corp., parent company of all the Rogers interests in radio tube and set manufacturing.

ELBERT WALKER, KHJ, Los Angeles, transcription engineer, has returned to his station duties after recovering from an appendicitis operation.

ROBERT TALLMAN, formerly assistant editor of the weekly *March of Time* program, has been signed by Walter Wanger Productions, Hollywood, to work with his former radio associate, John Lay, on the screen treatment of F. G. Presnell's novel, *Send Another Coffin*.

GEORGE H. ENGELTER has been named program director of KCKN, Kansas City, Kan.

WARREN BRAINARD, University of Nebraska graduate, recently joined KGFW, Kearney, Neb., as an announcer.

MARGARET GRAMAN, vocalist known as Betty Lane on WNAX, Yankton, S. D., recently was married to Paul Sapp, of Lexington, Ky. Charles Worcester, WNAX farm service director, also has announced his engagement to Estelle White, of Minneapolis.

CLIFFORD MASON, professor of American literature at Carroll College, Waukesha, Wis., has joined the announcing staff of WTMJ, Milwaukee, for the summer season.

EINOR MORGENSON has been added to the staff of KROC, Rochester, Minn., as special events man.

CHARLES DILLON, KFI, Los Angeles, commentator, and for more than 50 years a journalist, has joined the faculty of the University of Southern California School of Journalism.

RALPH BURGIN, announcer of WPTF, Raleigh, married Jeanne Collins on June 18.

JOHN J. MURRAY, auditor, and Margaret Grady, of the general service department of WEEI, Boston, have announced their engagement. They will be married in early autumn.

DON PRINDLE, Hollywood radio writer, has been assigned to the RKO staff to write special material for the film, "The Day the Bookies Wept," which features Joe Penner.

DANE LUSSIER, Hollywood script writer of the CBS program, *It Happened in Hollywood*, and Lois Campbell, former film actress, were married in that city on June 30.

ABE SCHECHTER, NBC New York special events director, arrived in Hollywood on June 22 for discussions with John Swallow, western division program director, on news broadcasts and special features.

LEO E. COUTT, formerly advertising director of E. B. Myers Co., Los Angeles manufacturer, has been appointed production manager of L. Raymond Co., that city.

LOIS DELANO, formerly handling advertising and publicity for Metropolitan Bldg. Co., Seattle, has joined the continuity staff of KIRO, Seattle.

VIOLA CAWOOD FLOWERS, who resigned last January as director of the *Musical Clock* program on WAVE, Louisville, to become supervisor of public health education by radio for the Kentucky Dept. of Health, is preparing a series of family health problem programs titled *Malcolm Family* for autumn release. She was author *of Pioneers in Health*, a Saturday afternoon series just completed on WHAS, Louisville.

ARTHUR FORREST on June 26 joined WBT, Charlotte, N. C., as sales promotion manager following several weeks training at CBS New York headquarters. Mrs. Edmund Cashman, formerly salesman of Columbia Artists, moves to the CBS program department as a director. Peter Theurer, formerly account executive at William Esty & Co., New York, succeeds Mrs. Cashman.

REED T. ROLLO and Howard W. Vesey, attorneys in the law offices of Louis G. Caldwell, effective July 1, become resident partners of the Washington office of Kirkland, Fleming, Greene, Martin & Ellis, which Mr. Caldwell heads.

NORMAN CORWIN, CBS New York writer and producer of the weekly *Words Without Music* program, has sold an original story, "They Fly Through the Air," to Warner Bros. for production as a two-reel film under supervision of Gordon Hollingshead.

JACK WILLIAMS, program director and Gordon Wiggins, account executive of KOY, Phoenix, on July 2 will leave that city for Chicago, where they will spend several weeks at WLS observing methods in their respective departments.

AL JOHNSON, business manager of KOY, Phoenix ,Ariz., has been elected a director of the 20-30 Club of that city.

JUDITH WALLER, educational director of NBC-Chicago, will be in charge of NBC displays and programs during the convention of the National Education Assn., meeting in San Francisco, July 1-6.

HARRIET HESTER, educational director of WLS, Chicago, has joined the faculty of Northwestern U. where she is teaching rural music education during the summer term.

DR. RALPH L. POWER, Los Angeles, U. S. representative of Macquarie Broadcasting Network, Sydney, sails in early August from San Francisco on a four months tour of Australia and New Zealand.

JACK ZEIGIN, formerly of WIBM, Jackson, Mich., and WGAL, Lancaster, Pa., and recently chief announcer and assistant program director of WTOL, Toledo, has joined the announcing staff of WSMK, Dayton, O.

THOMAS R. HOPKINS, formerly an instructor in advertising and marketing at the University of Illinois, recently joined the Omaha office of Beaumont & Hohman.

MELVYN J. Johnson, chief engineer of KDON, Monterey, Cal., recently married Dorothy Miltz, of Oakland, Cal.

AGRAP-CBS Closing

NEGOTIATIONS between the American Guild of Radio Announcers & Producers and CBS for a new contract covering the employment of announcers at WABC, New York, on sustaining programs are in their final stage, according to a union spokesman, who said June 26 they might be concluded before July 1. Work on commercial programs is covered by the network's contract with the American Federation of Radio Artists. This duplicate union representation of the same announcers, which has created a number of contractual difficulties, is generally expected to be resolved shortly by a merger of the two unions, although no such action has developed to date.

CONQUEST ALLIANCE Co., New York, announces it has been named exclusive representative of KFQD, Anchorage, Alaska; CHMJ, Cienfuegos, Cuba; XEFC, Merida, Mexico; TV1RKL, Maracaibo, Venezuela; HHK, Port-au-Prince, Haiti; HJ8FAH, Armedia, Colombia; HJ1ABK, Baranquilla, Colombia; HJ5EBD, Cali Colombia; CA131, Antofogasta, Chile; CA90, Tocopilla, Chile.

Early Decision Expected In Whiteman Record Suit

JUSTICE Vincent Leibell of the U. S. District Court in New York heard oral argument in the Paul Whiteman-RCA case June 26 and a decision is expected sometime in July. Suit, which is a test case on the right of a radio station to broadcast phonograph records, was originally filed by Whiteman against WNEW, New York, with RCA being allowed to intervene.

When the station defaulted, suit became a contest between the National Society of Performing Artists, representing Whiteman, and RCA to determine whether a station, in broadcasting a record made for home use, is infringing on the rights of the artists or the record manufacturer, if either. Suit was heard early last winter [BROADCASTING, Dec. 15, Jan. 1]; briefs were filed by counsel for RCA, NAPA and for NAB, "as a friend of the court" to protect the interests of the broadcasting industry.

Covering All-Star Game

CBS, NBC and MBS on July 11 will all broadcast complete play-by-play descriptions of the All-Star baseball game between leading players of the National and American Leagues at the Yankee Stadium, New York. Covering for NBC will be Tom Manning and Paul Douglas, staff baseball announcers, and Warren Brown, sports editor of the *Chicago Herald & Examiner*. Arch McDonald, baseball announcer of WABC, New York, and France Laux, of KMOX, St. Louis, will describe the game for CBS, with preliminary descriptions by Mel Allen, CBS sports announcer. Mutual's announcers will be Red Barber and Al Helfer, who handle the WOR daily baseball broadcasts, and Bob Elson, sports announcer of WGN, Chicago.

Book-Reading Scripts

SELECTED scripts used by the Rochester, N. Y., Public Library as part of the *Rochester School of the Air*, weekly juvenile literary program produced by the local board of education during the last five years, have been compiled in a single volume, *Radio Roads to Reading*, by Julia Sauer, head of the Library's department of work with children. [H. W. Wilson Co., New York, $2.25]. The scripts, selected for use as models in other localities, are designed to make children read more books by introducing them to the stories through dramatizations and arousing their interest enough to lead them to read for themselves.

New FTC Orders

THE Federal Trade Commission has ordered Standard Brands, New York, and its subsidiary, Standard Brands of Cal., San Francisco, to cease alleged price discriminations in violation of the Robinson-Patman Act. Kolynos Co., New Haven, has been directed to cease certain claims for the antiseptic and cleansing properties of its toothpaste. Thomas J. Casey, trading as National Institute of Technology, Minneapolis, has agreed to cease certain claims in the sale of correspondence courses. Griffin Mfg. Co., Brooklyn, has agreed to revise claims for its shoe polishes.

New Stations Authorized Since Jan. 1, 1939

ALABAMA

WMOB, Mobile—CP issued to S. B. Quigley, automobile dealer. Granted Jan. 9; 100 watts daytime on 1200 kc.

FLORIDA

*WTMC, Ocala—Licensed to John T. Alsop, Jr., former mayor of Jacksonville, motion pictures and real estate. Granted March 13; 100 watts on 1500 kc.

WTSP, St. Petersburg—CP issued to Pinellas Broadcasting Co.; Sam H. Mann Jr., attorney, president, 48 shares; McKinney Barton, attorney, vice-president, 1 share; James R. Bussey, attorney, secretary-treasurer, 1 share.

KENTUCKY

WINN, Louisville—CP issued to Kentucky Broadcasting Corp.; D. E. Kendrick, president, 52%; Arthur C. Van Winkle, attorney, vice-president, 24%; Oldham Clarke, attorney, vice-president, 14%; M. K. McCarten, secretary-treasurer, 10%. Granted Feb. 6; 100 watts night and 250 day on 1210 kc.

MISSISSIPPI

WSKB, McComb—CP issued to McComb Broadcasting Corp.; Robert Louis Sanders, president, former broadcast station operator, 40%; George Blumenstock, Biloxi, Miss., 40%; Kramer Service Inc. (Mayor Xavier A. Kramer of McComb, president), 3.5%. Granted April 11; 100 watts daytime on 1200 kc.

MISSOURI

KDRO, Sedalia—CP issued to Albert S. Drohlich, store manager, and Robert Drohlich, buyer. Granted April 3; 100 watts night and 250 day on 1500 kc.

NEW JERSEY

WBAB, Atlantic City—CP issued to Press-Union Publishing Co., publisher of *Atlantic City Press* and *Union*. Granted March 6; 100 watts night and 250 day on 1200 kc.

NEW YORK

†NEW, Kingston—CP issued to Kingston Broadcasting Corp.; John R. McKenna, Long Island City, N. Y., radio engineer, president, 42.5% stockholder; Louis J. Furman, Oceanside, N. Y., owner of newspaper and periodical agency, vice-president, 42.5%; Maurice S. Novik, New York City, secretary-treasurer, 15%. Granted June 20; 100 watts daytime on 1500 kc.

NORTH CAROLINA

†NEW, Elizabeth City—CP issued to Albemarle Broadcasting Co., a partnership consisting of Aubrey G. McCabe, mortgage loanbroker, and Trim W. Aydlett, manufacturer and farmer, both of Elizabeth City. Granted June 20; 100 watts night and 250 day on 1370 kc.

WGBR, Goldsboro—CP issued to Eastern Carolina Broadcasting Co.; A. T. Hawkins, president of Goldsboro Chamber of Commerce, president, 27 shares; Talbot Patrick, publisher of *Goldsboro News-Argus* and *Concord Tribune*, vice-president, 30 shares; V. G. Herring, secretary-treasurer of Goldsboro Bldg. & Loan Assn., secretary-treasurer; P. M. Patrick, secretary of *Goldsboro News-Argus*, 27 shares; Kenneth C. Royall, lawyer, 60 shares; Jonas Weiland, owner of WFTC, Kinston, N. C., 30 shares; Leslie Weil and Lionel Weil, merchants, 10 shares; W. L. Rawlings, bottler, 5 shares; A. G. Woodard, physician, 5 shares; J. L. Powell, merchant, 1 share. Granted Jan. 24; 100 watts on 1370 kc.

WISE, Asheville—CP issued to *Asheville Daily News;* Harold H. Thoms, publisher. Granted March 27; 100 watts on 1370 kc.

TEXAS

KXOX, Sweetwater—CP issued to Sweetwater Radio Inc.; George Bennitt, co-publisher of *Sweetwater Reporter*, president, 37½ shares; H. M. Rogers, theater owner, vice-president, 15 shares; Russell Bennett, co-publisher of *Sweetwater Reporter*, secretary-treasurer, 37½ shares; James H. Beall, attorney, director, 15 shares; R. M. Simmons, cottonseed oil dealer, director, 10 shares; J. H. Doscher, cotton exporter, director, 10 shares. Granted May 24; 250 watts daytime on 1210 kc.

UTAH

KOVO, Provo—CP issued to Clifton A. Tolboe, building contractor. Granted April 10; 100 watts night and 250 day on 1210 kc.

VIRGINIA

WFVA, Fredericksburg — CP issued to Fredericksburg Broadcasting Corp.; Richard Field Lewis Jr., 60% stockholder, vice-president and manager; Benjamin T. Pitts, owner of chain of Virginia theaters, 5%, president; George C. Clanton, secretary of Fredericksburg Chamber of Commerce, 5%; John F. Gouldman Jr., banker, 5%; W. Marshall King, mayor and attorney, 5%; J. G. Harrison, railroad passenger agent, 5%; G. H. Harding, hotel owner, 5%; J. V. O'Toole, oil distributor, 5%; J. J. Garner, wholesale grocer, 5%. Granted April 3; 250 watts daytime on 1260 kc.

WISCONSIN

WMAM, Marinette—CP issued to M. & M. Broadcasting Co.; W. E. Walker, manager of WIBW, Madison, Wis., president, 75 shares; Merrill F. Chapin, chief engineer of WIBA, and part owner of WSAU, Wausau, Wis., secretary-treasurer, 35 shares; Wayne W. Cribb, manager of WSAU, 10 shares; Donald R. Burt, part owner of WSAU, 10 shares; Frank J. Lauerman Jr., vice-president, 5 shares; Frank J. Lauerman Sr., Charles J. Lauerman and A. J. DeLeers, all Marinette department store executives, 5 shares each. Granted June 15; 250 watts daytime on 570 kc.

*Station now on the air.
†Call letters not yet assigned.

General Mills Contracts For Baseball on WCAU

GENERAL MILLS, Minneapolis, has signed a contract with WCAU, Philadelphia, covering baseball broadcasts for the next two years. The company currently sponsors daily broadcasts of home games of Phillies and Athletics in conjunction with Atlantic Refining Co., Philadelphia, on WCAU, with the play-by-play descriptions delivered by Bill Dyer, who has also been signed by General Mills for the 1940 and 1941 seasons. Persistent rumors that General Mills has purchased exclusive broadcasting rights to the Phillies games from this club for a five-year term are as persistently denied by Knox Reeves, agency in charge.

WOL, Washington, has been added to the list of stations to broadcast professional football games for General Mills this fall. The sponsor has purchased the full schedule of the National Football League, to promote Wheaties. Stations already signed includes WIND-FJJD, Chicago, WJR, Detroit, and WGAR, Cleveland.

Serutan Adds, Tests

HEALTHAIDS Inc., Jersey City, on Sept. 11 will enlarge its campaign for Serutan by adding 15 new major markets to the list of six stations now carrying the thrice weekly half-hour programs, featuring Victor H. Lindlahr, editor of the *Journal of Living*. Additional stations have not yet been selected. The company has also been testing a musical program titled *Memories* on WAAT, Jersey City, for the last few months. On June 26 it started the quarter-hour program *Memories* on five-weekly morning periods, featuring Norman Brokenshire, on WOR, Newark. Austin & Spector, New York, is the agency.

PETER PAUL, Naugatuck, Conn. (Ten Crown gum), on Aug. 28 will start a news commentator, as yet unselected, for 52 weeks on WEAF, New York, six days a week from 7:30-7:45 a. m. The company is also sponsoring daily 50-word spot announcements, 7:45-7:55 a. m., on WJZ. Platt-Forbes, New York, is the agency.

Summer Bookings For NBC Soaring

Four New Accounts Are Added As Records Are Smashed

ADDED evidence that radio's annual "summer slump" is on its way to join the dinosaur and the feudal system as items of purely historical interest comes from NBC, which reports that during the first two weeks of June contracts were signed for business totaling $4,722,848, breaking all records for the summer period. Of this total $3,029,104 represents new business and $1,693,744 renewals of existing contracts.

New business signed during this period includes: Palmer Bros., New London, Conn. (cosmetics), quarter-hour commentary period weekly on NBC-Blue, $33,384; R. J. Reynolds Tobacco Co., Winston-Salem (Camel cigarettes), which shifted *Camel Caravan* with Benny Goodman from CBS to NBC-Red for a Saturday evening half-hour, $533,520; and two other accounts, whose identities the network has not divulged, $273,000 and $495,456 respectively.

Many Renewals

Renewals include: American Tobacco Co., New York (Lucky Strike cigarettes) for another 13 weeks of *Kay Kyser's Musical Klass*, a Wednesday evening hour on the Red, $268,580; Standard Brands, New York (Fleischmann's Yeast), returning *Getting the Most Out of Life* to the Blue in October, five quarter-hours weekly, $98,280; Bristol-Myers Co., New York (proprietaries), taking the Red network 9-to-10 Wednesday evening spot for another year for Fred Allen and summer replacements, $812,240, and Mars Inc., Chicago (Milky Way candy bars), continuing *Dr. I. Q.* as a weekly half-hour on the Red, $514,644.

Commenting on this unseasonal activity, Roy C. Witmer, NBC vice-president in charge of sales, stated that "this business, a record-breaking total for any summer period, indicates that summer, far from being a slack time in broadcast advertising, is fast catching up to the fall and winter standard. Every year NBC advertisers are spending more in summer, and more all year, principally, I believe, because they have found they can reach big audiences all year round.

"Several years ago we learned that more than 97% of all adult listeners are available to radio in any week during the summer. More recent surveys show that daytime 'availability to radio' is now as great in summer as in winter. The increase in portable set ownership is another stimulus to summer listening and the sum total is a steady leveling out of our business curve throughout the year."

KENNEDY MFG. Co., Montreal (Sapho insectide) has started a new six times weekly transcribed dramatic spot campaign on CKCL, Toronto, with intentions of expanding to other Canadian stations. Dominion Broadcasting Co., Toronto, made the transcriptions and placed the account.

WHBF, Rock Island, Ill., is conducting an announcers' contest with professors from a local college sitting as a board of judges. In a weekly half-hour program, each contestant is given 3½ minutes to read commercials and tongue-twisters.

DURING the past few weeks several radio stations seem to have taken some exception to recent WLW advertisements. It has not been the intention nor the purpose of the recent WLW series to discredit the effectiveness of any radio station nor has it been our purpose to point out the ineffectiveness of other stations.

We had gone on record through advertisements and releases to the trade papers to the effect that we were making a survey in 13 cities long before we had any idea as to the outcome of the study in any city. The statements made in all of the advertisements concerning our 140,000 call survey have been based upon the facts as supplied to us by accredited organizations. Because of the copy limitations of even large space advertisements, it was, of course, impossible to deal with specific facts for specific cities. This, of course, was done in the complete analyses, and the breakdown deals with every fact discovered . . . whether WLW was the first station or not. In short, nothing was held back. If you have not received one of the complete Analyses it may be secured by writing to WLW or Transamerican, or if you prefer, original records may be examined at Ross Federal Research Corporation and the Alberta Burke Research Company.

We have not attempted at any time to answer in our copy any of the criticisms of our survey which competing stations have made in their advertisements . . . they have a perfect right, as we have a perfect right . . . to state the facts concerning what they have to sell. We realize, however, that because of the tremendous dominance of WLW over such a widespread area, as supported by the recent survey, we must of course, expect a certain amount of criticism from some of our collective competition.

WLW

THE NATION'S STATION

See the Crosley Building at the New York World's Fair

REWARD!

We will gladly pay $25.00 for the best letter in either 100 words or 1000 words to anyone who can explain to us the sense of the advertisement of KGIR, Butte, Montana, on page 6 of the June 15th issue of Broadcasting Magazine.

As far as we know we have never offered really strong competition to KGIR in Butte nor, as KGIR's management has done, have we found it necessary to throw in additional stations free in order to sell our own. Won't someone help us understand this thing . . .

WHAT IS IT?

RCA 1-E Transmitter. Consists of 2 units which match in appearance and dimensions and are integrally designed for use together. One is the RCA Type 250-D Exciter Unit—the other an RCA 1 kw. amplifier-modulator unit of new design.

RCA Announces a De Luxe Transmitter for Regional Stations

A HIGHLY EFFICIENT 1,000 WATT EQUIPMENT

The RCA 1-E transmitter is designed for stations operating with licensed powers of 1,000 watts, 500 watts, 500/1,000 watts or 250/1,000 watts. Employing the very latest type high efficiency tubes and featuring straightforward circuits, it is the most efficient 1,000 watt transmitter developed to date. It offers the simplest and most nearly foolproof tuning and operating procedure. Uses high level modulation.

The 1-E has many special features—features you will find only in this de luxe equipment. Some of these include a total of 26 meters for the facilitation of tuning and operation, an auto-transformer for compensating line voltage fluctuations, a variable output coupling system for the maintenance of power output at specified value, a dummy antenna for testing operations. The 1-E has an exceptionally complete control system—providing protection not only for personnel and equipment, but also facilitating automatic or manual starting, instantaneous power change-over, etc. This outstanding new transmitter has many other features, too—is equipment you will recognize as definitely superior.

SPECIFICATIONS

Rated operating power—1,000 watts

Radio frequency range—550-1,600 kcs.

Radio frequency stability—±10 cycles

Modulation capability—100%

Audio frequency response (±1.5 db.) 30-10,000 cycles

Audio distortion (50 to 7,500 cycles) 3% RMS. max.

Background noise and hum level—minus 60 db.

Power supply—230 volts, 50/60 cycles, single phase

Power consumption (no modulation) 4.8 kw.

Dimensions (over all) 76-1/4 inches by 25-1/4 inches by 54-1/8 inches

Weight (approx.) 3,000 lbs.

RCA Broadcast Equipment

RCA MANUFACTURING CO., INC., CAMDEN, N. J. • A Service of the Radio Corporation of America

New York: 1270 Sixth Ave. • Chicago: 589 E. Illinois St. • Atlanta: 530 Citizens & Southern Bank Bldg. • Dallas: Santa Fe Bldg. • San Francisco: 170 Ninth St. • Hollywood: 1016 N. Sycamore Ave.

PRINTED IN U.S.A.